

**THE ENVIRONMENTAL PROBLEMS AND THE
STRUGGLES OF THE MAIN CHARACTER AS REFLECTED
IN *Dr. SEUSS' THE LORAX* DIRECTED BY CHRIS RENAUD
(AN ECOCRITICAL STUDY)**

A THESIS

Presented as Partial Fulfillment of the Requirements for the Attainment of
Sarjana Sastra Degree in English Literature



by:

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Character as Reflected in *Dr. Seuss' The Lorax*

Directed by Chris Renaud (An Ecocritical Study)

A THESIS



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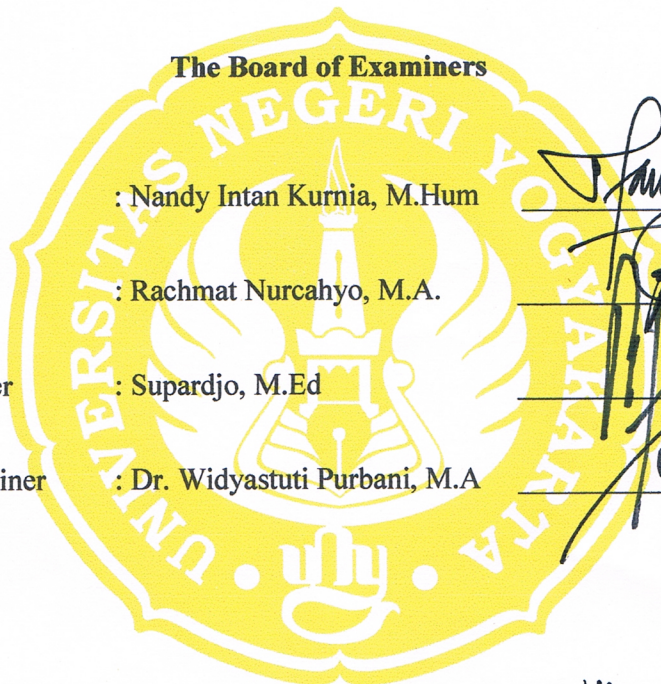
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Menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri sepanjang pengetahuan saya, karya ilmiah ini tidak berisi materi yang dituliskan oleh orang lain kecuali bagian-bagian tertentu yang saya ambil sebagai acuan yang mengikuti tata cara dan etika penulisan karya ilmiah yang lazim.

Apabila terbukti bahwa pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggung jawab saya.

Yogyakarta, May 7, 2014



Fanny Ariesta

MOTTOS

“Because unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.” (*Dr. Seuss’ The Lorax*)

“If we’re not part of the solution, we’re part of the problem.” (Cheryll Glotfelty)

DEDICATIONS

This magnificent masterpiece is dedicated to:

- ❖ My lovely parents
- ❖ My love-life partner

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ABSTRACT

The objectives of this research are to identify the environmental problems and the struggles to save environment as reflected in a film *Dr. Seuss' The Lorax* directed by Chris Renaud. The researcher applies Ecocriticism theory which concerns on Arne Naess' basic principle of deep ecology. Then, to analyze the way the problems and struggles portrayed in this film, the researcher applies Gianneti's film theory.

This research was a qualitative research in nature. The content analysis is used to analyze the data. The main data of this research were words, phrases, sentences, dialogues, scenes, and soundtracks related to environmental problems and the struggles taken from the film. The key instrument of this research was the researcher herself. The researcher made some indicators of the environmental problems, the struggles and film elements as explained in the analytical construct. The indicators were made based on the theory to gain the data of this research. In addition, the researcher used *peer debriefing* method in order to obtain the trustworthiness.

This research reveals that there are four indicators of environmental problems found in *Dr. Seuss' The Lorax*: having no living trees and animals, consuming the factory made air product, enjoying to live in-inorganic environment and exploiting nature for business purpose. Next, the research also reveals that there are five indicators of the struggles to save the environment: keeping effort to seek the last seed, opposing in-organic industry, saving the last seed, raising the society's environmental awareness and establishing a new green place. Two of the last indicators are determined as result of the struggles. The environmental problems and the struggles in *Dr. Seuss' The Lorax* are portrayed by using the elements of film theory: the shot, the angles, color and music. The extreme long shot, long shot and medium shot are significant because they determine the entire mood of scene. The high angle shot, eye level shot and low angle shot are mostly applied to convey a characterization in the film. The bright color, cool color and warm color are significant because they could build the emotion and atmosphere of the film. The music presented in the film to suggest mood or spirit of the film. This research concludes that *Dr. Seuss' The Lorax* offers environmental awareness and the struggle to save nature to viewers in a good cinematography.

Key words: Ecocriticism, deep ecology, environmental problems, and film theory.

CHAPTER I INTRODUCTION

A. Background of the Study

The earth is a place for creatures to live. Human, as one of creatures lives in the earth with all natural resources. Natural resources come naturally to satisfy human's needs. They can be divided not only into biotic components, such as plants, animals and microorganism but also abiotic components, such as, oil, gas, various types of metal, water and soil. The earth supports some 5 million species of plants, animals, and microorganisms. All these things are given for free by God. According to Bingen (1983:54), trees and stones are the scaffold of the earth. Human is formed in the same way that the earth is flesh and trees and stone are bones. From this quotation, it can be said that people need nature and environment to stay. The earth as a center of natural resources can be expected to fulfill human's needs.

By the existence of natural resources, humans live full of incomparable pleasure. They can fulfill their needs by using the natural resources. Nevertheless, population is still increasing continuously. It cannot be denied that the more human's needs are consumed, the more natural resources are used. The increase of population is also the reason of over-resource consumption. It becomes a beginning problem of environment if human being does not take care of the environment.

Environment is inseparable from the earth. The earth grows older, therefore environmental problem becomes the main issue. There are many examples of

cases where societies do not pay attention to environment. Indonesia is one of many countries which have huge environmental problems. Based on *panda.org* (2012), there are many environmental problems happened in Indonesia. Agriculture organization estimates that Indonesia lost a massive 1,87 million ha of forest every year during 2000 and 2005 because of deforestation. It was caused by global demand for wood pulp and palm oil. Deforestation can give serious impact including habitat loss for rare animals. There are also environmental problems related to rapid urbanization and economic development in Indonesia, such as air pollution, traffic jam and garbage management.

Besides, countries in Europe also face environmental problems. Based on European commission (2005:3) the research of perception on environment in 2002 and 2004 mentioned by 25% of interviewees for the average of the 25 European citizens showed that pollution in towns and cities is the most often cited image. Between 1976 and 1988, a total of 2,000 reports of oil spillages were recorded with the discharge of two million barrels of oil into the environment (Ikporukpo in Babalola and Okhale, 2010:2). Then, urban cities and town in Nigeria are increasingly threatened by pollution of air and water (NEST in Babalola and Okhale, 2010:2). According to the NNPC (in Babalola and Okhale, 2010:2) a large of proportion (about 63%) of the gas produced in Nigeria is being flared. By 2002 and 2003, gas flared remained as high as 45.5% and 42.7% while gas used was 54.6% and 57.3%, respectively. The economic costs in terms of lost incomes and reduction in the standard of living can be expected to be staggering. Those cases depict how environment can be serious issue lately. When people exploit

natural resources continuously and unwisely, there will be a horrible consequence. An over-resource consumption has negative effects on the sustainability of the environmental quality necessary for the well being of the organisms living in it.

People depend on nature from time to time. They cannot leave the role of nature in supporting human's life. Actually people need nature more than technology but sometimes people cannot realize that what they have done to nature is wrong. For instance, there are illegal logging, throwing up the rubbish anywhere, using more plastic products, driving gas-transportation. The most happening issue lately is illegal logging. As mentioned in *worldbank.org* (2012), The World Bank estimates that illegal logging in some countries accounts for as much as 90 percent of all logging and generates approximately US\$10–15 billion annually in criminal proceeds. According to the data above, it can be said that people abuse the essence of natural resources created for. They treat the nature for taking the advantages for personal profit. They act without thinking the consequence. It is not only about the personal profit but also human's bad attitude in treating the nature. Many people consider the nature only as an object of exploitation.

Environmental problem cannot be separated from the importance of struggle to save environment. Human's life is closely related to all other creatures in the earth. Therefore, the society is required to have moral responsibility in caring for nature. Mostly, the damage of nature is caused by human's bad attitude in treating about nature. In solving that case, it takes a great struggle from human to change

attitude and treatment toward environment. When people undertake struggle to the nature, it can restore the balance of ecosystem in the universe.

Nowadays, the earth lacks not only self-awareness but also struggle by society. People prefer to use everything that comes instantly, such as, they use many tissue and paper unwisely, but they forget where those things are made of. To make the products, there are a lot of trees cut down. Even, trees are cut down not only for paper, but also for building and construction. The trees are grown to be made into products for human's use. TAPPI - The Leading Technical Association for the Worldwide Pulp, Paper and Converting Industry has a survey for tree usage in The United States as high 49% for building and construction, 28% for paper and 23% for fuel, cleaning agents, turpentine, and many more (2001:4).

People enjoy using product from trees for personal's needs but they are not eager to know how to save them. Without reforestation, this serious case cannot be solved. It is important to be implemented in order to create the balance of ecosystem. Unfortunately, people lack of the attention about their environment. Therefore, people have to try hard to save environment. The duty of society is to save environment from the individuals who are irresponsible in cutting down the trees illegally.

By knowing that case, it can be concluded that the environmental problem result not only from the lack of awareness toward nature but also the lack of struggle by society. Talking of the environmental problem, it is a part of serious case which is worth discussing. Many disciplines discuss about the environmental

problem, including in literature. Many literary works concern about ecological themes. One of the works that has been successful in delivering message about environmental awareness is the film of *Dr. Seuss' The Lorax*.

Common people know that literature was the most important art expression in the 19th and 20th centuries. Nevertheless, similar to literature, nowadays film is considered as the universal visual-art. It can be said that film is visual literacy (as opposed to verbal literacy), a new medium which is an extension and enlargement of the idea of literacy itself. Herbert Read (in Morrisette, 1985:22) states:

“If you asked me to give you the most distinctive quality of good writing, I would give it to you in one word: VISUAL. Reduce the art of writing to its fundamentals, and you come to this single aim: to convey images by means of words. But to convey images. To make the mind see. That is the definition of good literature. It is also a definition of the ideal film.”

The most particular quality of good writing is visual. Visualization can convey images by means of words and make the mind and emotion can lift through the moving picture. Thus, it can make the viewer understand about the valuable messages from the story in the film appropriately.

Since film is considered as a part of literature, it is also called as a visual literary text. The power of the film is in its ability to convey a message more detail through moving pictures and dialogue in the film. The work can be said as a literary work, if it has power to provoke and change people's mind when they are reading or watching it. In some ways, literature has a great influence in the real life. By advancement of technology, literature can be enjoyed more easily and attractively in the form of moving picture. In addition, many people can enjoy literary works not only in written work, but also in the form of film. *Dr. Seuss'*

The Lorax is based on the book by Dr Seuss. The book was copyrighted in 1971 (the same year Greenpeace was founded), not far from the beginning of the modern environmental movement (Lewis, 2008: 1). Then *Dr. Seuss' The Lorax* is transformed into a movie in 2012. Thus, *Dr. Seuss' The Lorax* is one of many films that have content of environmental awareness represented to Ecocriticism theory.

Dr. Seuss' The Lorax is a reflection of ecocritical work as an environmental problem directed by Chris Renaud. This film is chosen as the subject of study because it is relevant to the environmental problems as late issues today. The film has not only a good quality of work but also a good purpose of the environmental message to the viewers. This film is popular and as box office in 2012. Based on *boxofficemojo.com* (2012), it was screened in 3,729 theaters which played on March, 2 – July, 26 2012. It had a worldwide gross of \$348,840,316 and it ranked 1st. Based on *IMdb.com* (2012), the rating of this film was 6, 3/10 from 53,307 users. It can be concluded that this film has a lot of viewers, thus making this film significant subject of study.

The film illustrates that humans do not pay attention toward their environment. In this film, the society is not sensitive to understand what is going on in their surroundings, Thneedville. They enjoy living in synthetic community with fake vegetation, run by the corrupt capitalist O'hare who grows rich by selling bottle air to easily inhabitants. It can happen at the first time because they neglect the existence of living trees. The film also reminds the viewers that living trees and animals have the right to live in the world as God's creature. Every

single thing that humans do will have an effect to other living creatures, so they should pay attention to their action towards other living creature's right. In fact, humans often treat the nature and environment only for their personal profit and happiness. They do not assume environment as equal creature in the ecosystem of the earth.

This film has an interesting case about the environmental problem. The director is successful in delivering the message. One of interesting cases is the negligence of environment by the society in Thneedville. Fortunately, there is Ted as the main character who has self awareness in saving the environment whereas people still neglect and feel comfortable living in fake vegetation. People have to buy factory made air product from the O'hare Company. However, Ted never gives up to save environment by himself. He keeps struggle to seek the last Trufulla seed in out-side of town. The out-side of town is far away and desolated place. He gets the last seed from Once-ler. Then, he tries to plant it in the center of the city. Finally, he can invite all people to agree with him that saving the environment and living trees are important for the sake of Mother Nature.

The film of *Dr. Seuss' The Lorax* appears as a medium to deliver message of environmental awareness. Film, as an imaginary text, has similarity to literature which can present actions, images, and words replicating life. The use of film is to show the problems that are mostly happening in the reality, how to anticipate the problems until finally come up the struggle to overcome them. Possibly, film cannot resolve the problem in direct way, but the power of language in the film can inspire people to save the environment. Although this film is an animated

musical comedy, not only the teenagers but also the adults can watch this film because the content of the film is about understanding the importance of nature.

Film is the universal communication tool using images and music to convey ideas. Jewell (1987) states:

”Literature in the present time is going visual: the predominant way of getting a finely crafted story is now, for most Americans, the television screen. Just as books used to be for the privileged few, so was viewing plays. The TV screen brings into each person's own hands the means to see any great literary work in visual form which he or she may wish to.”

To response a statement above, it can be said that literature is extensive in the present time. Literature affects cultures and defines characteristics of certain peoples, so does the film. Film provides a new form of literature to convey the message and developments in the world. In America, Film has been a major way to get good story.

By understanding the environmental problem, people understand how to save the nature sustainably. In this case, literature is a proper way to analyze the topic using Ecocriticism theory. Some ecocritics believe that the word “Ecocriticism” comes first from William Rueckert. He writes an essay entitled *Literature and Ecology: An Experiment in Ecocriticism* stating that Ecocriticism has a meaning as an application of ecology and ecological concepts to the study of literature (Ruckert in Glotfelty, 1996: xx). Then, Glotfelty (1996: xix) states that Ecocriticism examines the relationship between literature and environment. This theory takes an earth-centered approach to literary studies. It can be concluded that literature can cover all aspect of life including environment. It touches every single part of living things.

Since this earth is close to the environmental problem, finding the best solution cannot be performed without a deep understanding of the environmental crisis of modern times. Hopefully, literature can be a proper medium to change people's mind and view because of the power of language. *Dr. Seuss' The Lorax*, can deliver environmental message to people by exposing the environmental problem and the struggle to save environment.

B. Research Focus

To prevent this study from being too broad, the focus and limitation of the study are needed. The source of this study is *Dr. Seuss' The Lorax* directed by Chris Renaud in 2012. The researcher focuses on the environmental problems and the struggle to save the environment depicted in the film. This film is a rich literary work because it can be analyzed through many aspects, for instance, using children analysis theory, Eco-Marxism, and so on. The researcher analyzes this film using deep ecology theory by Arne Naess. There are eight basic principle of deep ecology. However, the researcher only uses platform one, five, and eight because these platforms are more suitable with the research objectives. Although the main source is the film, it is possible to reveal environmental problems through elements of film, such as dialogue, scene, pictures, characters, soundtrack and the story of the film. .

In order to limit the scope of the research, the researcher chooses the lack of awareness to save nature which happens in Thneedville society. This unawareness of environment can be a serious problem. People do not pay attention to human's surrounding. They enjoy living in in-organic environment,

without living trees and animals. In daily life, they have to buy factory made air product to the O'hare Company. They do not realize that their environment is actually in a crisis.

Then, they also lack the struggle to save the living trees, therefore they live in the fake vegetation made of plastic. They do not realize how important to save living trees is. In the film, Once-ler exploits trees for his benefit in expanding his company. The basic material which is used in making Thneed-clothes is the leaves of the Trufulla trees. He cuts down all the trees in the mountain of Trufulla trees. He does not have any struggle to replant them. The struggle is very essential not only for human survival but also for the well-being of the earth. Therefore, environmental awareness is very important to be implemented because once intensive exploitation has stopped, nature can develop again.

Since the focus of this study is the environmental problem and the struggle to save environment, the researcher uses ecocriticism combined with film theory in analyzing this topic.

C. Research Questions

The study is expected to answer the following questions.

1. What kinds of environmental problem are found in *Dr. Seuss' The Lorax*?
2. What kinds of struggle does the main character do to save the environment portrayed in *Dr. Seuss' The Lorax*?
3. How are the problems and struggles portrayed in the film?

D. Research Objectives

1. To identify kinds of environmental problem found in *Dr. Seuss' The Lorax*.
2. To reveal kinds of struggle of the main character to save the environment portrayed in *Dr. Seuss' The Lorax*.
3. To reveal the problems and struggles portrayed in the film.

E. The Significance of the Study

1. Academically, by reading the analysis of this study the readers may add to their knowledge some more matters related to Eco-criticism theory.
2. Practically, the readers will know more about the importance of saving environment for sustainability of the ecosystem.

CHAPTER II LITERATURE REVIEW

This chapter presents the underlying theories used in the study. The relationship between literature and Ecocriticism is discussed. The researcher uses Ecocriticism theory to analyze environmental problem in the film of *Dr. Seuss' The Lorax*. This theory helps the researcher formulate the research objective. The researcher also presents the brief history of environmental problem as the basic of the research. It also helps the readers understand the research objectives.

Furthermore, this chapter discusses basic principle of deep ecology theory by Arne Naess and film theory by Louis Giannetti. The theories are used to analyze the research question in this study. Then, this chapter describes the previous studies of the similar topic on environmental problem in order to do comparison. In addition, the conceptual framework of the analysis is presented in last part.

A. Theoretical Description

1. Ecocriticism Theory in Literature

The researcher uses Ecocriticism theory in analyzing the film. Ecocriticism is a part of literary study that concerns with the relationship between human and nature living in the earth. Probably people know that literature only focuses on social disciplines, such as philosophy, economic, politic law and even woman movement. Nevertheless, there is one thing that people forget that is environmental problem. The environmental problem has occurred everywhere, for

instance global warming, pollution, flood, natural disaster, water contamination, and a hole in ozone layer, deforestation and many more. Those problems are often underestimated by people. They do not realize that the earth is in crisis. It is not only talking about the environmental problem but also looking for the solution of lack of awareness towards environment. There are no journal, no jargon, no jobs, no professional societies or discussion groups, and no conference on literature and the environment (Glotfelty, 1996: xvi). This idea can be said that societies neglect what happened actually to the environment. There is no “words” to save the environment.

Environmental awareness cannot be reached if societies do not receive many narrations which explain of the importance of environment itself and also tell about environmental crisis. Therefore literary text is needed in order to make societies literate about what actually happen in the earth. The more literary work creates, the more people realize about the environmental phenomenon in the world. Here, based on Kerridge’s theory (in Garrad, 2004:4) Ecocriticism tries to evaluate text and ideas as response to environmental crisis.

Literature touches everything in whole scope, including about environmental problem. The environmental problem becomes one important aspect which is popular now and relevant with earth safety for the future. Therefore, in the mid-eighties, some people began to be conscious and they started to relate literature and environment in response to that problem. According to Glotfelty (1996:xvii) in her book *The Ecocriticism Reader Landmark in Literary Ecology*, there are some scholars actually having project in the field of environmental literary studies

in the 1980s. In the early 1990s, Ecocriticism has been widely used as an approach to the study of literature. In fact, in some universities began to include literature courses in environmental studies. For instance, in the University of Nevada, Reno creates the first academic position in literature and the environment.

The new term of Ecocriticism was invented by William Rueckert in his essay *Literature and Ecology: An Experiment in Ecocriticism* in 1978. “The conceptual and practical problem is to find the grounds upon which two communities – the human, the natural –can coexist, cooperate, and flourish in the biosphere” (Rueckert in Glotfelty ,1996: 107). This supports the idea that human and non human should live in harmony. The harmony cannot be created if humans do not appreciate of non humans’ existence.

The Ecocriticism theory is known as a new term in literary theories. There are many definitions given by some scholar. The first comes from Garrad (2004: 5) who states that Ecocriticism is the study of the relationship of the human and non human, throughout human cultural history and entailing critical analysis of the term ‘human’ itself. It can be concluded that environmental problems require analysis of scientific culture as the problem is the result of the interaction between ecological knowledge and cultural change.

There is difference in Ecocriticism theory compared to other literary and cultural theories because it has a close relationship with the science of ecology. Ecocritics do not debate about problems in ecology, but they involve and develop their own ‘ecological literacy’ to overcome ecological problems (Garrad, 2004:5).

Garrard also emphasizes that the importance of ecological knowledge is not only to look at harmony and stability of the environment but also to determine the attitudes and behavior of humans. Therefore, he simply says that environmental problems require an analysis in cultural and scientific terms, because they are the result of interaction between ecological knowledge and cultural inflection (Garrard, 2004:14).

Another perspective of Ecocriticism comes from Jonathan Bate. He concludes that Ecocriticism talks about environmental awareness. Briefly, Ecocriticism is the study of literary texts that references to the interaction between human activity and a wide range of natural phenomena and non human imposes on the people and experiences that include environmental issues (Bate, 1991: 8). Therefore, environmental problems have relationship with human and non human activity. Whatever the condition of the nature, it depends on what people do to the surroundings. This is about awareness and struggle how to save the environment.

According to Glotfelty (1996: xix), Ecocriticism discusses interconnections between nature and culture, especially the cultural artifacts of language and literature. As a theoretical discourse, it deals with human and the non human relationship. This statement explains about the position of Ecocriticism towards literature

Furthermore, literary theory examines the relations between writers, texts, and the world. In the literary theory “The world” is similar to society. Nevertheless, Ecocriticism can be characterized by distinguishing it from other critical approaches. Ecocriticism sees the notion of “the world” to include the

entire ecosphere (Glotfelty 1996: xix). This idea supports that literature not only touches about the one thing of material world, but also touches whole things inside the earth. According to Barry commoner's first law of ecology (in Glotfelty, 1996: xix) that everything connects to every single thing else.

Since Ecocriticism views "The world" in bigger definition, all phenomena which are happening in the ecosphere can be a part of the focus of Ecocriticism. It can be said that this theory can be worth to discuss and to implement in the real life because there are a lot of environmental problems that occurred in the earth. Worster (in Glotfelty 1996: xxi) states:

"We are facing a global crisis today, not because of how ecosystems function but rather because of how our ethical systems function. Getting through the crisis requires understanding our impact on nature as precisely as possible, but even more, it requires understanding those ethical systems and using that understanding to reform them. Historians, along with literary scholars, anthropologists, and philosophers, cannot do the reforming, of course, but they can help with the understanding."

It means that this earth is really in crisis. It is not caused by ecosystem function, but caused by ethical system function. Humans need deep understanding of the nature, how important nature is, and the impact of harming nature when they want to take reform to save the nature. It depends on humans' attitude and behavior towards environment. They can reform the environment by having deep understanding of ethical system.

This theory should be studied further because it involves the survival of human- non human relationship and also for saving nature. Humans put high attention to the nature since the scientists found the hole in the ozone layer. It can lead to the destruction of nature slowly but surely. When people slowly start

understanding what is happening to the ecosystem where they live, they start relating the ecological study which considered the ecological problems like pollution, deforestation, and so on to literature. They become more conscious of the environment. Devall and Sessions (1985:68) emphasize “if we harm the rest of Nature then we are harming ourselves. There are no boundaries and everything is interrelated.”

By understanding the theory, Ecocriticism deals with human and nature relationship. Human live on the earth, and this is the only place they can live on right now. Therefore, they have to keep environment and solve the problem of environment. Literature can show the problem of environment and the solution toward that case. It can be a medium to provoke people in saving environment. In addition, Ecocriticism as a grand theory of environment can articulate what nature actually feels, so that people understand the condition of the earth.

2. Deep Ecology Movement

The term of deep ecology was coined by Arne Naess, a Norwegian philosopher, in 1973. The word of “deep” has an antonym of shallow or superficial. It means that deep ecology is considered not only as science of ecology but a deeper level of self-awareness and earth wisdom (Porrit and Winner, 1988: 235). It can be said that deep ecology concerns for both living and non living things. Deep ecology demands recognition of intrinsic value in nature.

As Sessions (1995:270), a deep ecologist, says:

“Deep ecology is concerned with encouraging an egalitarian attitude on the part of humans not only toward all members of the ecosphere, but even toward all identifiable entities or form in the ecosphere. Thus, this attitude is intended to extend, for example, to such entities (or forms) as rivers,

landscapes and even species and social systems considered in their own right.”

From the quotation above, the term of deep ecology appreciates the existence of nature. There is an egalitarian attitude in which human and nature have the same right. There is no exception for all members of the ecosphere.

Furthermore, Naess (1985:68) says that the damage of environment causes by philosophy or perspective of humans about themselves, environment or nature, and the place in over all ecosystems. He divides three perspectives in human way. The first is anthropocentric perspective. This is a perspective where human is a center of the universe and only human has the value. Anthropocentric thinks that everything which is provided by nature only for satisfaction to fulfill their profits. Humans can do anything to the nature and nature is only an object of exploitation and experiment for human needs.

In contrast to anthropocentrism, there are biocentrism and ecocentrism. In those perspectives, humans are equal with nature in the universe. Human life depends on and closely relates to all other life in the universe. It means that people are required to have a moral responsibility to all life in the universe. All life on earth has the same moral status, and therefore should, be respected and protected by the same rights. In addition, deep ecology emphasizes the role of the individual who is invited to behave as a citizen of the World to take responsibility for it. It is important to see that this movement involves all the aspects of human life and thought. Therefore, Naess (1986:407) says that he prefers to use word “movement” than “philosophy” because it is more essential that fundamental attitude and believe are involved as a part of the motivation for action.

Deep ecology has actually basic intuition that humans have no right to destroy other living beings without sufficient reason. Human beings, with maturity, will experience joy when other life forms experience joy and sorrow when other life forms experience sorrow. Not only humans will feel sad when other living creatures, such as animals, feel sad, but they will be so sad including landscapes, are destroyed. In this civilization, humans have wide medium of destruction at disposal but extremely little maturity in the feelings. Only a very narrow range of feelings have interested most human beings until now (Naess in Devall and Sessions, 1985: 75).

In April 1984, Naess and Sessions had summarized fifteen years of thinking on the principles of deep ecology while camping in Death Valley, California. In this great and special place, they articulate these principles in a literal, somewhat neutral way, hoping that they would be understood and accepted by persons coming from different philosophical and religious positions. The principle is called basic principle of deep ecology.

3. Basic Principle of Deep Ecology

There are eight platform of the deep ecology principle formulated by Naess and Sessions (in Devall and Sessions, 1985: 70). To get deeper portrayal on deep ecology studies, the eight principles below should be understood.

Basic Principle of Deep Ecology

- a. The well-being and flourishing of non-human life on Earth have value in themselves, independent of the usefulness of the non-human world for human purposes.
- b. Richness and diversity of life-forms contribute to the realization of these values and are also values in themselves.
- c. Humans have no right to reduce this richness and diversity except to satisfy vital needs.
- d. The flourishing of human life and cultures is compatible with a substantial decrease of the human population. The flourishing of non-human life requires such a decrease.
- e. Present human interference with the non-human world is excessive, and the situation is rapidly worsening.
- f. Policies must therefore be changed. These policies affect basic economic, technological and ideological structures. The resulting state of affairs would be deeply different from the present.
- g. The ideological change is mainly that of appreciating life quality rather than adhering to an increasingly higher standard of living.
- h. Those who subscribe to the foregoing points have an obligation either directly or indirectly to try to implement the necessary changes.

By understanding the basic principle of deep ecology, the principle eight is important to do because it speaks for action. The real struggles are needed to save environment from the destruction. Action is necessary. People have to try change anthropocentric attitudes into biocentric attitudes. Even though it is not easy, but it can do first by changing the way of people thinking and view toward nature. Then, people have to be brave not only speak, but also act for the sake of nature.

Moreover, the principle five and one are not less important. As mention in the principle five, it can be explained as a basic that the damage of nature is commonly caused by human and non human activity. Especially for humans, they are still comfortable as a part of anthropocentrism. Then, the principle one speaks for happiness of human life and nature. When the environmental problem can be solved by human struggle and action, the glory of the universe has been in front of the eye.

The deep ecology movement touches everything about environment in deeper way. The deep ecology movement involves working on individuals. People have to take direct action in saving environment. It reveals environmental problem more specific because this theory emphasizes what human do toward environment, it obviously has impact. So, the egalitarian attitude is necessary to make people realize that they live with other living creatures in the world.

4. Principles used

By understanding the basic principle of deep ecology, there are three platforms used in this research. They are the principle one, five and eight because they are related to this research.

a. The Well-Being and Flourishing of Non-Human Life on Earth Have Value in Themselves, Independent of the Usefulness of the Non-Human World for Human Purposes

It is clearly stated by Naess (in Devall and Session, 1985:70) that the principle one that it refers to the whole ecosphere. This includes individuals, species, populations, habitat as well as human and non human cultures. From the knowledge of all-pervasive intimate relationships, this implies a fundamental concern and respect. It means that the well-being and flourishing are not only for human being, but also for non human life. This principle touches every single living and non living things because it is necessary to respect God's creature. According to Synder (in Devall and Session, 1985: 71) the world environment should remain 'natural'. It can be said that what comes to nature, just be natural. Humans do not have right to destroy environment without any responsibility.

Adapted by Naess (1973), "This is a rejection of anthropocentrism. It is an assertion that human and nonhuman life and nature in general should flourish." It means that it should be equal right between living and non living things. In this principle, Naess uses the term "life" because he thought that it is more comprehensive as biologist classify as "non living", for instance, rivers, landscape, and ecosystem (in Devall and Sessions, 1985 : 71). They have value in

themselves which must be appreciated because they have same right with the human. People have to let the non-living things live. Even an amoeba or the little species in the earth, they are equal as God's creatures.

The balance of ecosystem will be created if humans act wisely in treating nature. Therefore, the balance of ecosystems is a very vital part in this life. If it was not maintained, then certainly there were damaged. When humans respect to the nature, it will be useful for sustainability of human life. Meanwhile, nature will feel the same that their existence could be useful for others. It means that there is balance of life between human and non human. Even though humans need the natural resources but they have to take responsibility in caring nature.

According to Naess, Inherent value as used in the first platform is common in deep ecology literature (in Devall and Sessions, 1985:71). Inherent value is the value that entity has in "itself", not merely as a wealth for achieving something else. Nature has own value independent of humans, it does not need price on the existence of species or an ecosystem. Things that are inherently valuable seem to be of virtually infinite value, so it is worth almost any price to save them. When humans realize that nature has inherent value, they should have awareness to save the environment. It is automatically raising the environmental awareness. It is their duty to take care the nature. Raising environmental awareness is important to do in order to make people understand the importance of protecting the environment. If there was environmental awareness, there would be created the balance of ecosystem. Those two elements are actually necessary for human and non human life.

b. Present Human Interference with the Non-Human World is Excessive, and the Situation is Rapidly Worsening

The word of "noninterference" does not imply that humans should not modify some ecosystems as do other species. Humans have modified the earth and they will do continually (Naess in Devall and Sessions, 1985: 72). Until now, humans have been exploiting nature. It causes the change in nature which has progress and damage result. However, the result is just for the sake of human life. It means that the damage of nature still happens because humans only exploit nature to take advantages for themselves. Destruction of nature will occur continually and can not stop as long as people do not have responsibility towards nature. This situation makes worse the condition of the earth. The longer humans exploit the nature, the worse the condition of nature will be. The ecosystem will be damaged because of land-limit, deforestation and the food chain will be interrupted due to the extinction of animal and its habitat. Those things are not good as stated as Naess' principle five.

It is necessary to maintain the environment, avoiding the destruction of ecosystem. Naess (in Devall and Sessions, 1985:73) says that humans have to fight to preserve and extend areas of wilderness or near-wilderness should continue and should focus on the general ecological functions of these. It needs to be done because those existing areas of wilderness are required to allow for the continued speciation of animals and plants.

It is necessary to concern about sustainability of animals and plants life. If there were no food chain, it could be happened disaster. Human cannot stay alive without the existence of animal and plants. They are connected to each other.

There is another interference which is based on particular forms of technology. According to Naess (in Devall and Sessions, 1985:75) technology causes environmental damage because it does not use eco-friendly technology. The development of technology can result pollution of the earth. In addition, the gross waste of production in the industry would also pollute the environment. For instance, a gross waste disposes in the sea, and then it will harm the existing of biota in the sea. Another example of the most obvious problem is deforestation without reforestation. It means that humans destroy the ecosystem to take its own advantage. Those problems are in accordance with the principle five stating that human interference with non human world can damage the environment itself.

c. Those Who Subscribe to the Foregoing Points Have an Obligation Directly or Indirectly to Try to Implement the Necessary Changes

In speaking about action, this principle actually shows clearly the direction to act and speak for nature. As Naess (1985:73) comments this principle, “There is ample room for different opinions about priorities: what should be done first, what next? What is most urgent?” It is such a question which is addressed for people. There are many things that can be done to save the environment. When people realize that nature is in crisis, then they should take the right steps to save the environment. The first step, people should analyze what are the priority issues in the environment. The next step, they can take action and struggle to resolve the

environmental problems. Thus, the direct action is so important for the well-being of humans and non human life in the earth.

According to Naess (in Devall and Sessions, 1985:74), the essence of deep ecology is to ask deeper questions. The adjective 'deep' stresses that humans ask why and how, where others do not. In asking deeper questions about why environmental problems can happen, how it could be happened and how to solve those problems are the essences of deep ecology actually. When people already think such question, it means that time for action is needed. The action is necessary in order to change the better future towards environment.

Ecology is actually never asking the kind of society which would be the best for maintaining ecosystem. Nevertheless, what people need today is a tremendous expansion of ecological thinking. According to Storey (2010) the meaning of ecological thinking is a term to describe thinking that looks at the nature and consequences of relationships. That is why ecological thinking is needed because it is necessary for people to survive and have the Earth be sufficient for the years to come. Talking about nature is not only about science but also about wisdom. Based on Naess (in Devall and Sessions, 1985:74) the deep ecology involves alteration from science to wisdom.

In order to make people understand the importance of saving nature, it has to begin from consciousness in human beings. Since people realize the importance of their role to save the nature from destruction which is increasingly getting worse time to time, they will be moved to act in saving environment. So, what is needed now, it is not just speaking about nature, but also struggling to save the earth.

d. Film Theory

The researcher uses *Dr. Seuss' The Lorax* as the subject of this research. This film is interesting to be discussed because it contains the environmental problems and the struggles to save the environment. The film delivers environmental message in moving picture properly. In completing this research, the researcher analyzes *Dr. Seuss' The Lorax* using Ecocriticism theory combined with film theory.

According to Rust and Monani (2013: 3) cinematic texts, with their audiovisual presentations of individuals and their habitats, affect the imaginations of the world around societies, and thus, potentially, their actions towards this world. It can be said that film is an imaginary text with the proper audiovisual which can affect and provoke people to change their action. It really affects people, so that the film must be produced in a good way. It means that the film has to be meaningful. So, people can take the positive things of the film and can implement them in the real world.

Talking about film theory, the important thing that should be underlined is when film is considered as an imaginary text, it has to consist of proper language and some certain 'grammar' which can provoke people to change their point of view about something. Chandler (1994) in *The Grammar of Television and Film* says:

Television and film use certain common conventions often referred to as the 'grammar' of these audiovisual media. This list includes some of the most important conventions for conveying meaning through particular camera and editing techniques (as well as some of the specialized vocabulary of film production).

In part of particular camera and editing techniques, there are specific elements which can make film more live, for instance on camera techniques, manipulating time, music, lighting, graphic, the narrative and format. Those important elements can be considered as a structure in building up the film.

Another film expert is Gianetti. He is a professor of film and literature. He has written many books about film studies. In some elements of film, Gianetti and Chandler have similarity. They have same important element, such as camera technique, music, lighting, and the angle. Giannetti (2002) in his book entitled *Understanding Movies 9th edition*, explains that there are some important elements which could build a film:

a. The Shot

The shot is defined by the amount of the subject matter that is included within the frame of the screen. The shot is not defined by the distance between the camera and the object photographed. There are six basic categories of shot in the cinema based on Giannetti (2002, 11-13):

- 1) The extreme long shot: The shot is taken from a great distance, so that it shows a much of location or place.
- 2) The long shot: The long shot ranges relate nearly to the distance between the audience and the screen in order to show the figure's body in full, with the head near the top of the frame and the feet near the bottom.
- 3) The medium shot: The shot contains the figures from the knees or waist up because this shot can explore more detail expression in every scene and also carries movement and dialogues.

- 4) The close-up shot: This shot is taken usually on the small object, for instance human face in order to raise the importance of things or suggesting symbolic significance.
- 5) The extreme close-up: This shot might show only a person's eyes or mouth.
- 6) The deep-focus shot: This type is a shot of a broad field of action taken with a wide-angle lens. It can capture at close, medium and long ranges in sharp focus. The objects in a deep-focus shot are arranged in a succession of planes in order to make viewer's eye can travel from a close range to a medium to a long.

b. The Angles

The angle from which an object is photographed can often serve as an authorial commentary on the subject matter. It is the direction and height from which the camera takes the scene, not the subject photographed. It is important because it captures the focus of the film and conveys a characterization in the film. The angle of any of shots is necessary to the filming of a movie. The placement of the camera in relation to the actors/objects on set can determine the entire mood of a shot. Whether the camera seems to be looking up, down, or at eye level with the characters, the viewers immediately make decisions about a character and their relation to the other characters in the film. There are five basic angles in the cinema based on Giannetti (2002: 13-17):

- 1) The bird's-eye view: This angle involves photographing a scene from directly overhead. The filmmakers tend to avoid this angle because the subject matter

might seem unrecognizable and abstract. The bird's eyes shots permit viewers to float above scene like all-powerful gods.

- 2) The high-angle shot: The camera is placed on natural high promontory. This shot gives viewers a sense of a general overview but not necessarily one implying destiny of fate. The high angles reduce the importance of a subject in order to convey a character's self attempt. In addition, in this shot the character will seem so harmless and insignificant photographed from above.
- 3) The eye-level shot: The placement of the camera four or five feet above ground corresponds to height of the observer. This shot permits people to make up their minds about what kind of people are being presented.
- 4) The low angles: in this angle, the shot in which the subject is photographed from below. This shot increases a short actor's height. Psychologically low angles heighten the importance of a subject. Low angles are often used in propaganda in scene depicting heroism.
- 5) The oblique angle: The oblique angle needs a lateral tilt of the camera. This angle is used for point of view shots. Usually, this angle can depict violence however it can be effective in capturing precisely this sense of visual anxiety.

c. Light and Dark

Lighting also plays an important role in the creation of a shot or sequence. Lighting has some different style. Usually called as lighting key, the style is designed based on the theme and mood of a film, as well as its genre. High key lighting, with bright and illumination, is generally used in comedy, musical, and generally happy pieces of work. Low key lighting provides shadows and

atmospheric pools of light. It is most commonly used in mysteries, thrillers, and gangster films. High contrast light provides harsh shafts of light and dramatic streaks of black across the shot - obviously this is used in melodrama and tragedies (Giannetti, 2002: 18).

d. Color

In the early 1930s, in 1930, sophisticated film color had been developed. The color enhances a sense of beauty (even in musical or drama film), therefore a lot of people like to watch the color film (Giannetti, 2002:22). Color tends to be one of important element in film because it can build the emotion in appeal, expressive and atmospheric of the film. In general, bright colors tend to be cheerful. Then, cool colors such as blue, green and violet tend to show calm, peacefulness, happiness and disregard. Warm colors such as red, yellow and orange tend to danger or violence, aggressiveness, and motivation. Garish colors tend to show about the glamour of the world of show business. In color film, sometimes black and white color are used for symbolic purpose (Giannetti, 2002: 25)

e. Music

Music gains a more real meaning when it merges with lyric because words have specific references. Words and music convey meanings in the film. Music presents a kind of overture to suggest the mood or spirit of the film. Some kinds of music can suggest not only classes, location and ethnic group, but also as foreshadow (Giannetti, 2002: 222). It means that music can be used as a warning to the viewers to be prepared on the event of the film which is unpredictable. It is

useful to make the film dramatically and the viewers get the “sensation” from the film such as anxiousness, fear, misery, depression and so on. In addition, music and lyric can build the characterization in the film. It purposes to make the film more real and interesting.

B. Previous Studies

In this part, the researcher found three previous studies which utilize same theory and have similar correlation to the topic discussion. Nevertheless, there are significant differences between the previous studies and this new research. It is necessary to understand the previous studies in order to obtain the authenticity of this research.

In the first research, the researcher found a thesis entitled *The Ecological Consciousness Raising Embodied in E.B White’s Charlottes Web Novel: A Children’s Literature Review* which is written in January, 2013 by Lala Isna Hasni, a student of Yogyakarta State University. In her thesis, there are two research objectives as the focus on the study. The focuses are to identify and explain the ecological consciousness raising. In addition, she uses children literature theory to analyze.

The second research is *The Depictions of Environmental Issues in MacDonald’s Finitude: An Ecocritical study* written in July, 2013 by Andria Yusuf, also a student of Yogyakarta State University. The research focuses are to identify the environmental issues existing in the novel and to show the ways environmental issues are depicted in the novel. The last research is “*Ecocriticism in Disney/Pixar Wall-E and The De-greening Cycle*” written in 2012 by Marco

André Valente Madureira, a student of Universidade De Coimbra. This research focuses on the ecocentric aspect of the de-greening cycle phenomena in *Wall-E* movie.

From the three previous studies above, three researchers use Ecocriticism theory, but the specification of the theory and the research objectives are clearly different. This research focuses on Arne Naess' theory of basic principles of deep ecology. The first researcher uses Glotfelty's theory of ecological consciousness raising and children theory, then the second researcher uses Glotfelty's Ecocriticism theory, Archer's understanding the forecast theory combined Stanford's literary element theory. The third research has the same object using film in analyzing the research. However, the research focus is different. In addition, the third research does not apply the film theory specifically. It does not discuss *Wall-E* movie based on the film theory.

In this research, the researcher has three research objectives as the focus of this study. The research objectives are to identify the kinds of environmental problem in *Dr. Seuss' The Lorax*, to reveal the kinds of struggles of the main character to save environment in *Dr. Seuss' The Lorax*, and to reveal the problems and struggles portrayed in the film. In addition, the researcher also uses film theory to analyze this study in order to make readers more understand about environmental problems and the solution of them through the pictures, dialogues and soundtrack in *Dr. Seuss' The Lorax*.

C. Conceptual Framework

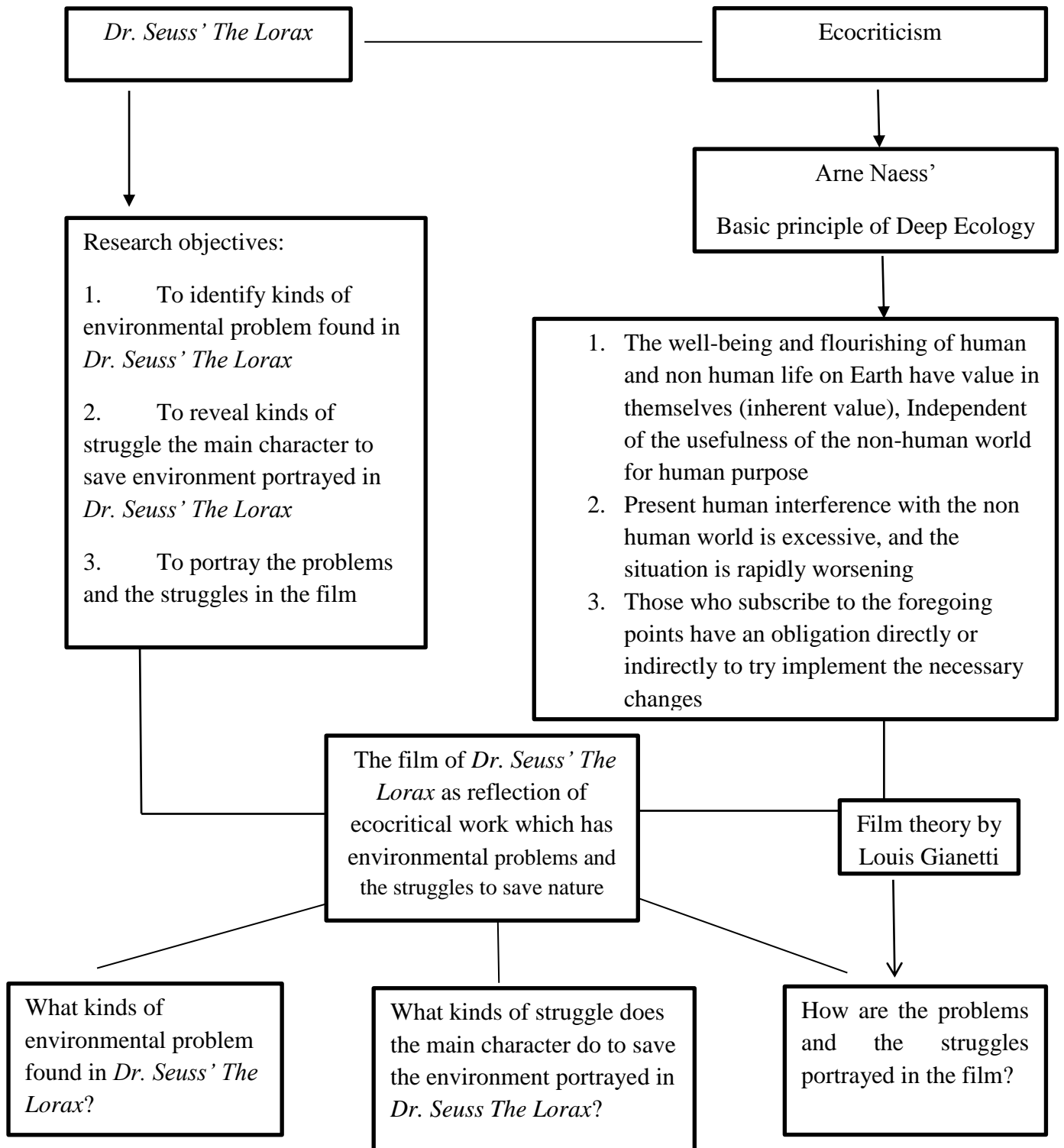
Today, environmental problems are no longer something new in the earth. The earth becomes increasingly damaged because environmental problems are often caused by human action towards nature. It is not only felt by the earth itself, but also by all non living things. *Dr. Seuss' The Lorax*, as a popular eco-literary work film, has been watched by million people, not only children but also teenagers to adults. It means that there is something so special and incredible in this film that many people really like to watch it.

After watching this film, the researcher finds some environmental messages and precious meaning about the importance of saving environment. There is human and non human relationship related to environmental problem. In order to analyze the film, the Ecocriticism theory is applied. To be more specific, the deep ecology theory is used. The researcher uses Naess' deep ecology. There are eight-platforms of deep ecology principle: (1) The well-being and flourishing of non-human life on Earth have value in themselves, independent of the usefulness of the non-human world for human purposes. (2) Richness and diversity of life-forms contribute to the realization of these values and are also values in themselves. (3) Humans have no right to reduce this richness and diversity except to satisfy vital needs. (4) The flourishing of human life and cultures is compatible with a substantial decrease of the human population. The flourishing of non-human life requires such a decrease. (5) Present human interference with the non-human world is excessive, and the situation is rapidly worsening. (6) Policies must therefore be changed. These policies affect basic economic, technological and ideological structures. The resulting state of affairs would be deeply different

from the present. (7) The ideological change is mainly that of appreciating life quality rather than adhering to an increasingly higher standard of living. (8) Those who subscribe to the foregoing points have an obligation either directly or indirectly to try to implement the necessary changes. Nevertheless, the researcher only concerns on the platform number one, five, and eight because those platforms are more suitable with the research objectives of this research. The researcher also uses film theory since the subject of this research is a film entitled *Dr. Seuss' The Lorax*.

The theory of basic principle of deep ecology is used to answer the research objectives. *Dr. Seuss The Lorax* provides information related to environmental problem and the struggle to save nature. In addition, the conceptual framework of the theories used in this research can be seen in the figure below.

Figure 1. The Conceptual Framework



CHAPTER III RESEARCH METHOD

This chapter presents the method of the research. It is divided into seven parts. The first part is type of research that is the qualitative research. The second part is main source of the data which provides the data from the literary work. The third part is research instrument which is the researcher herself to be the key instrument. The fourth part is technique of data collection aiming to illustrate the kinds of data collected and to explain procedure in collecting the data. The fifth part is data analysis whose six steps of analysis. The sixth part is data trustworthiness. Then, the last part is an analytical construct.

A. Type of Research

This research was a qualitative research because the data presented in *Dr. Seuss' The Lorax* in the form of the dialogue, sentence, scene, picture, and music. According to Creswell (2009), qualitative research as a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research is involved emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively built from particulars to general themes, and the researcher making interpretations of the meaning of the data. In addition, this method deals with the collection of non-numerical data.

By understanding the method, the researcher used a qualitative research method to analyze the topic because the data of this research are presented as non-numeric. It was far from quantification and number, as contrast, qualitative

approach was a research procedure that produces descriptive data in term of words, either written or spoken from people (respondents or objects) and their perceivable attitudes (Bogdan and Taylor in Moleong, 2006). The researcher used the data to describe the environmental problem and the struggles of the main character to save environment depicted in *Dr. Seuss' The Lorax*. The data could help the researcher analyze this research more complete. Then, it could be useful for the readers to understand this research completely and deeply.

Since *Dr. Seuss' The Lorax* is a subject of this research, the data can be taken by every single dialogue, sentence, scene, picture and the soundtrack. The film tells about the negligence of society towards environment. The citizens enjoy living in fake vegetation. They do not pay attention to the environment, except Ted as main character. Therefore, Ted tried hard to save environment. At glance, it seems like a form of simple film, but it has valuable meaning which is related to environmental awareness. Then, the researcher scrutinized the meaning of this film by taking the data of this film and using Ecocriticism theory. In deep analysis of this research, the researcher used basic principle of deep ecology by Arne Naess. Thus, the researcher read an important book dedicated to Arne Naess entitled *Deep Ecology* (1985) which written by Bill Devall and George Sessions.

The researcher only concerned on three principles of deep ecology (the principle one, five and eight) because they were suitable and related to the research objective of this research.

B. Main Source of The Data

The data of this research are focused on certain aspect. The main source of the research was *Dr. Seuss' The Lorax* directed by Chris Renaud in 2012. The researcher read the screenplay of *Dr. Seuss' The Lorax* by Cinco Paul and Ken Daurio to get deeper analysis. The screenplay has 103 pages. According to Lofland (1984:47) the main sources of data in qualitative research are words and actions, and the other is the additional documents. Thus, the object of the research are presented in the form of words, phrases, clauses, sentences, paragraph, dialogue, scene, and soundtrack related to the environmental problems and the struggle to save environment. The focus of the research is to identify and to reveal: (1) kinds of environmental problem found in *Dr. Seuss' The Lorax* (2) kinds of struggle of the main character to save environment portrayed in *Dr. Seuss' The Lorax*, and (3) ways of the problems and the struggles portrayed in the film.

The secondary source data of this research are taken from the book, article, and website which are related to the environmental problem and literature. The main books are Devall and Sessions' *Deep ecology* (1985) and Garrard's *Ecocriticism* (2004). Furthermore, due to the limitation in the terms of deep ecology, here, the researcher also used Glotfelty's *The Ecocriticism Reader landmarks in literary ecology* (1996). To present the way the environmental problems and the struggles are portrayed in the film, the researcher read book, such as *Understanding Movie: 9th Edition* by Louis Gianetti. Thus, there are many articles and journals that support this research.

C. Research Instrument

As a qualitative content analysis, the key instrument of this study is the researcher herself. According to Moleong (2006:9), one of the characteristics of the qualitative research is that the research uses a human being, so the researcher as the main instrument of the research. The researcher used her interpretation and knowledge of Ecocriticism theory in analyzing the data. Therefore, the researcher created indicators in gaining the data of this research based on the basic principle of deep ecology combined with film theory elements as explained in the analytical construct.

The researcher took the role as the designer, data collector, analyst, data interpreter, and result reporter of the study. Since, the secondary instrument of this research is table list, the researcher used it to facilitate during in collecting and analyzing the data. The table list is designed in order to put the quotations of the data category and the code of the data which is related to the research objectives.

D. Technique of Data Collection


There are some steps in collecting the data such as reading (including observation), note taking, interpreting and categorizing. Basically, reading and note taking are the most important ways in data collecting technique. For the first step, the researcher read carefully a screenplay of *Dr. Seuss' The Lorax*. Since the subject of this study is the film, the researcher also did the close observation into the dialogue in the film. The researcher watched *Dr. Seuss' The Lorax*. In order to get clear understanding of the content of the film, the researcher performed careful and comprehensive observation to the dialogue in film. Secondly, the researcher

collected the data by making simple notes or rewriting them in the form of main words, phrases, clause, sentence, dialogue and soundtrack related to the topic. Thirdly, the researcher read carefully the dialogue and observed every single scene and lyric of the soundtrack in order to have clear interpretation. The last step is that the researcher made the data which had been categorized in line with the topic of discussion.

The researcher had determined some categorizations based on the research questions. For the first research question: kinds of environmental problem found in *Dr. Seuss' The Lorax*, the researcher determined some codes of the data. They are “having no living trees and animals, consuming the factory made air product, enjoying live in in-organic environment, and exploiting nature for business purpose”. Then, there are five codes to answer the second research question: kinds of struggle of the main character to save the environment. They are “keeping effort to seek the last seed, opposing the in-organic industry, saving the last seed, raising the society’s environmental awareness and establishing a new green place”. Then, there were some codes to answer the last research question: ways of the environmental problems and the struggles are portrayed in the film. They are some element of film theory such as shots, angles, color, and soundtrack.

Furthermore, during the process of the data collection, the researcher used a particular form of data sheet to easily see the progress of her research. The form of data sheet is presented below.

Table 1. The data list of kinds of environmental problem found in *Dr. Seuss' The Lorax*

No	Scenes	Dialogue of screenplay	Category	Code	page	Meaning I	The shots/ the angles/Color	Soundtrack	Meaning II
1		LORAX :” We open in Thneedville, a city, they say, that was plastic and fake and they liked it that way. A town without nature. Not one living tree. So what happened to them? Cue the music! Let’s see.”	Enjoying to live in in-organic environment	1.C	1	The dialogue shows that people are enjoying to live in in-organic environment . It can be seen in the billboard.	Deep focus/Eye level angle/ cool color of violet	-	The deep focus applies in this scene. It also captures at close range in the billboard. The use of eye level angle is to show the situation of whole city that everything made by plastic. The color of violet suggests the atmosphere of calm and quiet because the sun has not been raised (in dawn)

E. Data Analysis

In analyzing data, the researcher performed several steps related to the data. The first step is that all the selected data were divided into some categories based on the research objectives. The second step is that the data which has been categorized must be divided again into their units. The third step is the researcher had to sort the data that are unrelated to the research objectives. Therefore, the irrelevant data should be reduced. Then, the researcher analyzed the kinds of environmental problem and the struggle of saving environment as represented in *Dr. Seuss' The Lorax* and made interpretation on the finding based on understanding on Ecocriticism theory.

The steps already mentioned above, in accordance to six steps by Croswell (2009: 185).

1. Identifying the data from *Dr. Seuss' The Lorax* directed by Chris Renaud by making some notes.
2. Reading and rereading the whole data and arranging the data into a theme: the environmental problem and the struggles of the main character in to save environment in *Dr. Seuss' The Lorax*
3. Categorizing the data in the data collection and classification table into several categories related to the forms of environmental problem and the struggle to save environment.

4. Sorting the data by selecting relevant data and excluding the irrelevant ones.

The selected relevant data are classified and interpreted according to its thematic meaning.

5. Making interrelation between the description of the data and the theory to get finding based on the objectives.
6. Making interpretation of the finding based on the understanding about theory.

F. Data Trustworthiness

According to Moleong (2006:173), there are four criteria which are used to check the data trustworthiness in qualitative research such as the degree of credibility, transferability, dependability and conformability. Credibility is the concept of internal validity. The researcher performed the deep observation of the data in order to make this research credible enough. In addition, the researcher puts the data on theoretical concept of *the environmental problems and the struggles to save nature*, in order to get the reliability and validity of the data could be attained. Transferability is the concept of external validity. It focuses on how the researcher transfers the data to the readers. This research is conducted to be as easy as possible, so the readers will not be hard to understand the finding of this research. Conformability aims to measure how far the finding and the interpretation of the data are truly based on the data. To get the degree of conformability, the researcher asked the peer reviewers to give suggestions and opinion about the analysis. In this research, the researcher used triangulation technique to achieve degree of credibility. Based on Moleong (2006: 330), triangulation is a checking technique of the trustworthiness of the data by using

other means outside the data. In this research, the researcher consulted and discussed the data with the first and second consultants to get suggestion and advices related to the analysis. They are Dr. Widyatusti Purbani, M.A and Rachmat Nurcahyo, M.A. Moreover, the researcher asked two students of English language and literature of Yogyakarta State University as reviewers. They were Tatik Apriati and Rainy Ayu Gustira in order to check the data of the research.

G. Analytical Construct

Table 2. The Table List of the Data for the First Research Question: What kinds of environmental problem are found in *Dr. Seuss' The Lorax*?

Category	Description	Indicators
Kinds of environmental problem finding in <i>Dr. Seuss' The Lorax</i> .	To reveal what happened in the society towards nature and to reveal the kind of environmental problems.	<ul style="list-style-type: none"> - Having no living trees and animals - Consuming the factory made air product - Enjoying to live in in-organic environment - Exploiting nature for business purpose

Table 3. The Table List of the Data for the Second Research: What kinds of struggle does the main character do to save the environment portrayed in *Dr. Seuss' The Lorax*?

Category	Description	Indicators
Human's struggle to save the environment	To reveal human's struggle to save the environment and	<ul style="list-style-type: none"> - Keeping effort to seek the last seed - Opposing the in-

	see the result of the action	organic industry - Saving the last seed - Raising the society's environmental awareness - Establishing a new green place
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Table 4. The Table List of the Data for the Third Research Question: How are the problems and the struggles portrayed in the film?

Category	Description	Indicators
ways of the problems and the struggles portrayed in the film	To reveal this film's deliver of environmental messages through the scene and soundtrack.	- The shots - The angles - Color - Music

CHAPTER IV FINDINGS AND DISCUSSION

This chapter presents the findings and discussion about the meaning of the data. The first section describes the kind of environmental problems found in *Dr. Seuss' The Lorax*. The second section discusses human's struggle to save the environment. The third section presents the way of the problems and the struggles portrayed in the film. The last is discussion.

A. Kinds of Environmental Problem Found in *Dr. Seuss' The Lorax*

According to Naess, presenting human interference with the non-human world is excessive and the situation in the earth is rapidly worsening. It states in the deep ecology principle of five (in Devall and Session, 1985: 70). It means that humans exploit nature continually and it affects the change in nature being damaged. This situation makes the earth more dangerous and worse. In *Dr. Seuss' The Lorax*, the present of human activities give a bad impact to nature because they disregard the nature by living in fake vegetation and ignoring the living trees. The bad impact towards nature is caused by humans because of lack of awareness and lack of struggle to save the environment.

In order to complete the process of analyzing the data, the researcher divides the aspect into four categories: having no living trees and animals, consuming the factory made air product, enjoying to live in in-organic environment, and exploiting nature for business purpose.

1. Having No Living Trees and Animals

The film takes place in the city of nowhere called Thneedville. Thneedville is in-organic city without living trees and animal. In daily life, society has to buy the fresh air to the O'hare Company because there are no living trees to produce oxygen. In every road and house, there are electric trees using 96 batteries. Yet, they live happily in such way. In *Dr. Seuss' The Lorax*, it happens in the Thneedville's society.

All of the houses look basically the same. Electric trees line the streets instead of street lamps. Floosh! An inflatable plastic bush inflates. Floosh! Another. Floosh! Another. Then, POP! A bed of Plastic Flowers pops up in time with the music complete with plastic buzzing bees attached to wires.
(Screenplay of *Dr. Seuss' The Lorax*, 2)

The scene above shows that there are neither trees nor animals in Thneedville. Even, bees are made by plastic. Then, there is no vegetable for daily food. People eat food made of jelly and instant food. Ted as the main character in this film, have a dinner with his family. He is not interested to eat broccoli made of jelly. The fake-vegetation consuming habit is shown in the scene below.

Ted sits at the dinner table with his mom and Grammy Norma. He absentmindedly pokes at a piece of jelly shaped like Broccoli.
(Screenplay of *Dr. Seuss' The Lorax*, 9)

The scene above shows that there is no vegetable. Ted does not have appetite to eat jelly broccoli. He wants the real one but his mother disregards his desire. His mom really likes living in such way. Even though the food is not good for health, but she enjoys having dinner with fake vegetables.

The condition without living trees and animal is also shown in the below scene. There is no trees and animal not only in Thneedville, but also in another place. This pathetic condition also happens in the outside of town.

Ted comes out into the world outside of town. It's a desolate landscape. Filled with garbage and filthy water and tree stumps.

TED : "huh."

He's seeing his world as it really is. And it's nightmare.

(Screenplay of *Dr. Seuss's The Lorax*, 17)

This is the first time Ted can see out-side of town. It is horrible. There is no trees and animal. The sky is so dark and cloudy. As long as seen, Ted does not see the trees which grow in the out-side of town. There are many garbage and tree stumps. He sees the out-side of town like a death city. There is no sign of life. He is just alone in the scary place but this is the only way to reach the house of Once-ler. Once-ler is the only one who has the last Truffula seed.

For a long time ago, there was Once-ler who wanted to produce Thneed (cloths) in big scale. The basic material of Thneed was tree. He is a young man who wants to show his family that he can be successful. Then, he travels until he finds the valley which has many beautiful Truffula trees. For the first time, the valley was so beautiful and flourishing. There were many animals living happily. The Truffula trees grew in health nature. Until the end, Once-ler cut down all trees in biggering his Thneed factory. He forgot that it would be dangerous for environment. He destroyed the ecosystem in the valley. Then, he realized what he has done is wrong. He exploited nature to take profit for himself. He did not think how to take care and get back the harmony of nature.

The impact of deforestation is not only losing trees but also losing animals. When there is a massive deforestation, then directly the animals will lose their habitat. The ecosystem can be destroyed because food chain will be interrupted due to the extinction of animals and its habitat. This situation happens in *Dr. Seuss' The Lorax*. When Once-ler cut down the last Truffula trees, all massive crowds of animals in valley find another better place because they cannot live there anymore.

The Once-ler watches it go, his completely deserted factory behind him. He stands there all alone. And then he sees something approaching in the distance. It's the Lorax, leading a massive crowd of animals. The Once-ler holds up his hands as they approach.

ONCE-LER : "Hey, look, I don't want any trouble."

LORAX : "And you won't get any. Not from them. Thanks to you and your hacking and smogging and glupping, they can't live here anymore. So, I'm sending them off. Hopefully they'll be able to find a better place out there somewhere."

He gives the Once-ler a pointed look. The animals continue their march, heading for the horizon. The Once-ler then sees Melvin leaving with all of the animals. His face falls.

ONCE-LER : "Melvin? Melvin! Hey, Pipsqueak"

Once the animals are gone, it's just the Lorax and the Once-ler. The Lorax stands on a pile of rocks. The Once-ler takes off his biggerr hat in shame. Then pulls himself up by the seat of his pants and magically floats up through the air. The Once-ler watches, amazed. The Lorax then disappears through a hole in the smog.

(Screenplay of *Dr. Seuss' The Lorax*, 78)

This part of scene shows that not only human, but also animals need trees. Now, the animals cannot live in the valley because of human's mistake. Once-ler never thinks the bad result of his action. All living creatures in the valley feel the deep sadness due environmental damage has occurred.

2. Consuming the Factory Made Air Product

Oxygen is a vital need for humans. Oxygen should be enjoyed freely because nature already provides it for humans and other living beings. However, in *Dr. Seuss' The Lorax*, it is very different. People have to buy fresh air bottle to O'hare Company because there is no trees. It means that there is no photosynthesis which provides the oxygen in the earth. Everyday people have to refill the empty bottle with the new factory made air bottle by delivery man of O'hare Company.

The delivery man gets out of the truck and grabs an air bottle from it. He replaces an empty, used air bottle with a new one like a milkman.
(Screenplay of *Dr. Seuss' The Lorax*, 2)

This situation above is obviously very advantageous for O'hare Company. The first aim of this company is to take profit as much as possible. O'hare does not care about the environment because he only thinks how people buy factory made air product to his company. He does not let anyone who wants to strike him down. This situation endangers society if they do not try to recognize the problem.

In order to make the product sold, O'hare creates commercial advertisement of the factory made air product. It can be seen through the following quotation.

(Commercial advertisement)

FIRST GUY : "Whaaaa?!"

A hot chick opens up a bottle in her face and it makes her hair blow sexily. The first guy is amazed. Instant party! He and his buddy click their bottles together.

ANNOUNCER : "O'hare purified air. Freshness to go! Please breathe responsibly"

(Screenplay of *Dr. Seuss' The Lorax*, 16)

In the advertisement, it shows that people consume the factory made air product. They have to buy it for life style. This situation absolutely would be beneficial for O'hare. He only thinks about how to attract people buying more the

product. The important thing for him is to make the bigger factory. It means that the more plastic bottles use, the more air pollution happens in town. O'hare does not care about it. He disregards the importance of keeping nature. He exploits nature without any responsibility.

MARKETING GUY 1 : "and what's more, when we build a new factory to make the plastic bottles, the air quality's just going to get worse.
 MARKETING GUY 2 : "which will make people want our air even more and drive sales. Where? Through the roof!
 O'HARE : "so in other words, the more smog in the sky, (chuckles) the more people will buy."
 (Screenplay of *Dr. Seuss's The Lorax*, 16)

From the conversation above, it can be said that they treat nature for source of economy. It is really bad attitude because it leads to massive-exploitation of nature. This attitude reflects anthropocentrism. It implies that people think everything which is provided by nature only for satisfaction to fulfill their profits. They assume natural resources as an object of exploitation.

When talking about business, it cannot be separated from making bigger factory. It means that people try to create new innovation to develop the industry. The more sophisticated technology increases, the more natural resources sacrifice. There are many technologies which is not eco-friendly. The factory made air product in *Dr. Seuss' The Lorax* is the one of many examples.

3. Enjoying to live in In-Organic Environment

In *Dr. Seuss' The Lorax*, everything is made of plastic. The trees and vegetables are in-organic. The society likes to live in that way. This situation is absolutely unnatural. Nature provides human vital needs, such as air, water, plant

however people never think about it. People just think about everything that is easy and instant. In this film, the development of technology ruins the value and function of the nature itself. The society in Thneedville has been persuaded by O'hare that living with fake vegetation is more modern as life style.

TED	: “So...Mom. Do you happen to know if there’s like anyplace where I could get a real tree?”
TED’S MOM	:” Ted, we already have a tree. It’s the latest model”
TED	: “yeah, but I mean like a real one that grows out of the ground or whatever. You know, like a real tree.
TED’S MOM	: “really? You’d rather have some dirty, messy lump of wood that just sticks out of the ground and it does what? I don’t even know what it does. What’s its purpose? Look what we’ve got. It’s the oak-a-matic, the only tree with its own remote! “

(Screenplay of *Dr. Seuss’s The Lorax*, 13)

The conversation above shows that Ted’s mother is a victim of development of technology in Thneedville. She even prefers to use oak-a-matic trees to living trees. It can be seen when Ted asks about the living trees and she disregards his question. Thus, it can be worse when people enjoy life in the fake vegetation and start to disregard the value and function of nature.

There is another conversation that shows society enjoying to live in in-organic environment in this film. When O’hare wants to make a commercial advertisement of factory made air product, he discusses about it to the marketing stuffs how to attract people buying the product.

O’HARE	:” You gotta be kidding me! You really think people are stupid enough to buy this?!”
MARKETING GUY 1	:”Our research shows that if you put something in a plastic bottle, people will buy it.”
MARKETING GUY 2	: “Exactly...”

(Screenplay of *Dr. Seuss’s The Lorax*, 15)

The scene above shows that the marketing stuffs have researched about what people liked. Then, the research shows that society prefers to use plastic product. It can be said that there is something wrong with the society's mindset in Thneedville. For O'hare, it can be an advantage for his company.

O'HARE : "Oh, come on! She's making that up! That's a made up word, people! Thneedville is a perfect just the way it is. We do not need trees! That boy has a seed! We need to stop him! Who's with me? C'mon."
 MAN : "O'hare right!"
 MARKETING GUY 2 : "Seeds will ruin us all"
 CROWD : "Stop it! Yeah! I'm afraid of bees! Grab him!"
 (Screenplay of *Dr. Seuss's The Lorax*, 95-96)

This scene also proves that society enjoy to live in-inorganic environment. The society has affected by O'hare. They believe that life is good in Thneedville without living trees. O'hare will fight anyone who wants to bring down his company including Ted. He knows that Ted is very interested and concerned with the environment. It becomes a great threat for O'hare. He tries to provoke the society to agree with him. Also, he provokes them to buy factory made air product and prohibit in planting of trees in Thneedville. During this time, O'hare successfully convinces society that live in Thneedville is perfect.

4. Exploiting Nature for Business Purpose

Here, trees are useful for all living creatures on this earth. Trees provide benefits for human survival and other living things. There are some functions of trees, for instance, creating oxygen, reducing air pollution, and as producer of food chain. However, people disregard the function of trees in the earth. Deforestation is one of many environmental problems occurred in the world. They

start thinking the economy and business by exploiting nature. They exploit natural resources to take personal profit. In *Dr. Seuss' The Lorax*, Once-ler chops down all trees in the valley to make Thneed (clothes). He wants to produce in a big scale. Unfortunately, the basic material of Thneed is the leaves of the Truffula trees.

ONCE-LER : "You want to know about tress? About what happened to them? Why they're all gone? It's because of me."

TED : "Wait, what?"

The Once-ler lowers a long metal tube, the whisper-ma-phone out of his window. Ted leans in to listen

ONCE-LER : "It's because of me! And my invention. The Thneed. It was an amazing product that could do the job of thousand!"

(Screenplay of *Dr. Seuss's The Lorax*, 20-21)

The scene above shows that Once-ler tells Ted that he has damaged environment in the past. He cut down all trees in valley because of his invention, Thneed. For the first time, he never realizes that it can lead to the destruction of nature. He only thinks how to develop his factory. He starts thinking to take more advantage from his products without thinking about nature.

The other example of exploiting nature for business is shown below. Many animals loose their habitat. They also starve slowly because of an over-exploitation. Nevertheless, Once-ler do not think bad impact what he has done. Not only nature, but also animals suffer from his bad attitude. This attitude leads to money-orientation. Here, *Dr. Seuss' The Lorax* shows that animals and trees are damaged because of the Thneed factory.

Establishing. Now we see a fully mechanized factory working at full capacity. Smoke bellows from smokestacks as giant mechanical arms load Truffula trees on to a conveyor belt leading into the monstrous factory. A group of pollution-covered animals sit around a pond of gluppity-glup.one

miserable humming-fish looks traumatized. In the background, an axe hacker continuous to chop down more trees.
(Screenplay of *Dr. Seuss's The Lorax*, 76)

In the scene above, it can be seen that the Thneed factory causes the environmental problem. The factory produces smoke and air pollution. The animals look weak. The smog of factory shows that there is a huge activity in the production of Thneed. The conveyor belt transports a lot of leaves of Truffula immediately processed into Thneed. Air pollution endangers not only human health but also other living things. This situation is further worsening by illegal logging.

Next, another scene shows that Once-ler breaks a promise to the Lorax. The Lorax is a guardian of the forest. He speaks for the trees. At first time, Once-ler promises that he never chops down trees anymore. However he cannot keep his promise. He chops down all the trees to make Thneed factory. Thus, the Lorax is very disappointed with him.

LORAX	: “So how are things?”
ONCE-LER	:”What are you doing here?”
LORAX	:” Happy yet? You fill that hole deep down inside you? Or do you still need more?”
ONCE-LER	:” Looks, if you’ve got a problem with what I’m doing, why haven’t you used your quote, unquote “powers” to stop me”?
LORAX	:” I told you. That’s not how it works.
ONCE-LER	:” Right, I forgot, you’re a friend. I need you to get out. Now.”
LORAX	: “Why? Do I make you uncomfortable? Remind you of the promises you made? The man you used to be?”

The once-ler confronts The Lorax angrily, backing him down his balcony steps that lead back down to the ground.

ONCE-LER	:”You know what? You can just shut your mustache! My conscience is clear. I have done nothing illegal. I have my rights, and I intend to keep on biggering and biggering and turning more Truffula trees in tho Thneeds.”
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(The Lorax fall backwards and hits the ground.)

ONCE-LER :”And nothing is going to stop me.”

Just then, in distance, we hear a THAWK! The Once-ler and Lorax both look and see the VERY LAST TRUFFULA TREE chopped down by a super Axe-Hacker

LORAX :” Well, that’s it. The very last one. (Grimly) that may stop you.”

(Screenplay, of *Dr. Seuss’s The Lorax* 76-77)

The conversation above shows that Once-ler is surprised to see the Lorax suddenly comes to his big room in Thneed factory. Once-ler is still arrogant when he talks to the Lorax. He thinks that what he has done to nature is his right as a human being. He assumes that his action is legal. The Lorax just answers him calmly. Once-ler never realizes that his attitude leads to collapse not only for nature, but also to Thneed factory. He already chops down the very last Truffula trees and it may stop him forever.

All the data above show anthropocentrism and money-oriented attitude. When human assumes that nature is the object, it indicates that there is no egalitarian attitude. Nature and human should have the same right to live without any exploitation or destruction from each other. Nevertheless, many environmental problems are caused by humans’ action. In this point, this movie shows how humans exploit the natural resources to take extreme profit for personal benefit without thinking the bad impact to nature and human's life. This situation really reflects the fifth platform of deep ecology that human interference with non-human world is excessive and rapidly worsening. Therefore, this movie is very appropriate to explain about the environmental problem to viewers.

B. Kinds of Struggle of the Main Character to Save the Environment in *Dr.*

Seuss' The Lorax

In this part, the researcher reveals how the main character struggles to save the environment. Here, Ted is the main character who has self-awareness to get back the nature as it was before. In this point, Ted realizes that there is something wrong in Thneedville. He sees many environmental problems occurring in the town. He wants that the society in Thneedville recognize how important the nature is for the good sake of human and non human life. Therefore, he tries to get back the living trees in Thneedville and no more fake vegetation. It is suitable with the eighth principle of deep ecology that for those who contribute to the eight points in deep ecology has an obligation directly or indirectly to implement the necessary changes (Naess in Devall and Session, 1985 : 70)

Thereafter, the researcher divides the struggles into some categories: keeping effort to seek the last plant, opposing the in-organic industry, and saving the environment. Then, those struggles will have the good result for the sake of nature and human. The results are “raising the society’s environmental awareness” and “establishing new green place.

1. Keeping Effort to Seek the Last Seed

The problem arises when Once-ler chops down the Truffula trees, establishes Thneed factory and produces Thneed in a big scale. He does not realize that deforestation leads to the destruction of nature. It can harm the ecosystem balance and food chain in the environment. Humans and animals need living trees to sustain their life. It means that trees are useful for all. Not only humans but also

animals need trees for getting oxygen, food, and freshness. Nevertheless, the role of nature is not about for satisfaction of living creatures. Nature has intrinsic value which cannot be detached as God's creature. It means that nature and human have same right to live in this earth. Unfortunately, it never happens in *Dr. Seuss' The Lorax*. Once-ler still continues to chop down all trees in the valley until they are gone. What once-ler has done, it will have a bad impact not only today but also for the future life. Therefore, Thneedville today becomes a city with fake vegetation. All citizens disregard their environment. Fortunately, there is Ted who has awareness on sustainability of nature. He notices that there is something wrong in Thneedville. Even for the first time, he wants to get the real trees because he wants to attract his crush, Audrey. However, in the end, he really wants to restore the environment to how it was before.

The first way to get the last Truffula seed is going to outside town and looking for Once-ler. Once-ler is the only one who has the last seed. The journey is not easy to reach there. Ted has to pass through a scary road.

TED	: "sooooo, anyway, let's s just say I need a tree. Where would I go? What do I do?"
GRAMMY NORMA	: " then you know what? You'd need to find the Once-ler."
TED	: "The—the what?"
TED'S MOM	: " Mom, it's not really the time for one of your, you know, magical fables, okay?"
GRAMMY NORMA	: " Oh, that's right. I forgot. I'm old and can't even remember to put my teeth in."
TED'S MOM	: " Stand down. That's not what I meant."
GRAMMY NORMA	: " No really, I forgot my teeth. Would you be a dear and go get them for me?"
TED'S MOM	: "sure, mom."
GRAMMY NORMA	: " okay, here's the deal. The Once-ler is the man who knows what happened to the trees. You want one, you need to find him."

TED :” The-Onceler? Mmm-hm, okay. Grammy is this real thing that we’re talking about now?”

GRAMMY NORMA :” Oh, he’s real, all right.”

TED : “Where can I find him?”

GRAMMY NORMA : “Far outside town where the grass never grows and the wind smells slow-and-sour when it blows. (Makes spooky wind noises) and no birds ever sing excepting old crows... (Suddenly) CAW!!!”

TED : “Whoa! Quit doing that!”

GRAMMY NORMA :” That’s the place where The Once-ler lives.”

TED : “Wait—outside of town?”

(Screenplay of *Dr. Seuss’s The Lorax*, 12)

The scene above shows that Ted really wants to seek about the living trees. He never hears about the outside of town. During this time, the citizens never come out from the town. That is why they do not know that there is a desolate land beyond Thneedville. Grammy Norma describes the outside of town to him seriously. She tells that no birds singing except old crown in there. It means that the environment is in a crisis and very horrible. Those realities make him to meet Once-ler and get the last seed immediately. Then, he tries to reach the outside of town. This journey is hard because O’hare has hidden cameras in the whole city. That is why he has to make a strategy to reach there.

Ted starts to ride his scooter passing through the town. It is the beginning of his struggle to save the environment.

Ted looks in though the door in the wall, revealing a large, dark room. He rides through the maze-like room on his scooter, passing a stream of gluppity-glup pouring out from series of pipes.

TED :” Whoa!”

A security camera watches him drive by. He continues over the stream on a small bridge until he reaches an exit. Ted comes out into the world outside of town. It’s a desolate landscape. Filled with the garbage and filthy water and tree stumps.

TED :” Huh?”

He’s seeing his world as it really is. And it’s nightmare. Ted steels himself and continues on past the graveyard of tree stumps. A storm brews in the

smoggy sky and he looks up to see a old Thneed billboard. Lightning flashes, distracting Ted, who is almost beheaded by a series them. He looks behind him to reveal it's a destroyed Axe Hacker. Lightning flashes in the sky again.

TED :” Oh, man ...”

Ted stops at large ravine where a bridge is out. He looks around to see if there is another way to cross and spots some old barrels and a plank of wood. He gets an idea.

(Screenplay of *Dr. Seuss's The Lorax*, 17)

The scene above shows that Ted's spirit to get the last Truffula seed. He arrives in the out-side of town. He surprises to see the condition of surroundings which is like a nightmare. He almost hits the old-big axe hacker in his journey. He has to pass the different hills without bridge. The smoggy sky and storm make the atmosphere horribly. It can be seen that Ted has a big struggle in his journey to get the last seed.

Another example showing that Ted never gives up finding Once-ler is presented by scene below.

ONCE-LER : “If you want to hear more, come back tomorrow.”

TED : “Hey, wait, wait! Tomorrow? Whoa! Are you serious right know?Ugh!You live in the middle of nowhere! It stinks out here! Don't make me come back.”

ONCE-LER : “Then I guess you don't really want to hear the rest of story.”

Once-ler quickly drops the bucket down, and Ted with it. The bucket stops right before the ground and the claw comes down and knocks Ted out of it. Ted gets back up and shouts up to the Once-ler.

TED : “No, no, no, no, I do. I really do. I wanna hear the story, I just --.”

ONCE-LER : “Nah! You don't have what it takes. Goodbye!”

TED : “Wait,wait,wait! I have what it takes. It's alright. It's okay. I'll come back. It's no problem!”

(Ted turns and quickly heads down the path back to his scooter.)

TED :” See, here I am leaving! Walking away now. I'll see you tomorrow!”

(Screenplay of *Dr. Seuss's The Lorax*,34-35)

From the scene above, it can be seen that Ted always tries to go back to the outside of town. Even though the road is so difficult for him but he has a strong

will to get the last seed from Once-ler. Once-ler wants to see Ted's seriousness to save the environment. Finally, Ted comes back to Once-ler tomorrow. It can be said that Ted's action is real for the sake of nature.

2. Opposing the In-organic Industry

The second struggle of Ted is opposing the in-organic industry. In the film, O'hare is known as a capitalist. It means that he runs the economy and takes profit from Thneedville citizens. However, the way he runs his business is wrong. He sells fresh air to the society in order to get money. Oxygen should be enjoyed by human and other living things freely. He neglects the balance of ecosystem. He forbids those who care with the living trees and the environment. Therefore, O'hare Company destroys the nature in Thneedville.

Here, Ted opposes O'hare. For the first time, it will be so hard because Ted is the only one who acts against O'hare. It is not easy to oppose the ruler in the town. Nevertheless, he never gives up even he has to fight with O'hare and the guards. It can be seen in the scene below.

O'HARE : "Listen to me, boy. Don't go poking around in things you don't understand. Or I'll be your worst nightmare! I'm Frankenstein's head on a spider's body!"
 (Ted nods, trying not to freak out.)
 TED : "yeah, um, okay... my mom's expecting me so I'm just gonna—"
 O'HARE : "Of course, of course, now go back to your family game times. Grandma just finished her turn."
 TED : "How -- How did you know?"
 O'HARE : "Please. I have eyes everywhere."
 (Mounted security cameras turn to face Ted. The eyes of a baby in a billboard move to look at him. A robot cat turns its head 180 degrees to stare at him.)
 O'HARE : "you got a beautiful town here, Ted. Lots of fun stuff to occupy your short attention span. Why I can't think of any reason you'd ever want to go outside of town again. Ever."

O'Hare gestures to Mooney and McGurk, who menacingly straighten the kinked neck of Ted's scooter and slap Ted's helmet on his head. They open up the alley exit. Ted quickly scooters away.

O'HARE : "Okay! Good talk! Really good talk."

The three of them get into O'Hare's car. Ted waits around the corner for the car to leave. He gets a determined look on his face, turns around and scooters toward the end of town.

(Screenplay of *Dr. Seuss's The Lorax*, 39-40)

There are many hidden cameras in Thneedville. Ted still goes to the outside of town. He is so brave to ride away to Once-ler house even though O'hare tries to threaten him. It should be done in order to restore nature. He does not fear the threat of O'hare because the important thing is that he can get the last seed from Once-ler.

Fortunately, Ted's family and Audrey support him at the end. Grammy Norma and Audrey help him against O'hare. Thereafter, Ted gets the last seed from Once-ler but O'hare tries to steal it from him.

Ted watches as the seed continuously falling past the ski slopes toward the ground.

TED : "No! c'mon!"

(Down below in the street, O'Hare spots it with his binoculars.)

O'HARE : "There it is! "

The seed floats down and lands right inside the empty air bottle. The O'Hare delivery man goes to pick up the bottle, but sees O'Hare's trucks coming right at him and runs away.

O'HARE : "Hey, hey, hey! Watch the road, you meathead!"

Still looking through the binoculars while driving, Mooney accidentally crashes his truck into the building. And all of the empty air bottles in the back spill out! There must be hundred of them. They all begin rolling down the hilly street, sweeping the bottle with the seed in it up with them. It's an awesome smack O'Hare in the face and the one with the seed bounces by before he can grab it.

O'HARE : "Hey, ow-ow-ow! Oh! c'mon!"

(O'Hare catches up to the bottle with the seed and grabs it, laughing in victory. But his hand gets stuck and he can't reach the seed.)

O'HARE : "What the--?! Get it unstuck! Get it unstuck! Bring it on, Teddy! You don't have the guts!"

AUDREY : "Ted!"

(At the last second, Ted leans the scooter over and skids underneath O'Hare and the bottle. It goes into slow-motion.)

TED : "Grammy!"

Grammy hook's the bottle with her cane and yanks it away from O'Hare.
(Screenplay of *Dr. Seuss's The Lorax*, 91-92)

In this scene, there is a chasing between O'hare and Ted to reach the last seed in the town. They are trying to get the last seed which almost falls into the hands of O'hare. However, O'hare fails to get it because Grammy Norma grabs it first. Next, Ted still rides his scooter heading on to the center town. This fact shows that Ted is brave enough to fight against O'hare in saving the living trees. The second struggle in saving environment has been finished.

This is the reason why action is needed. Ted's action is the example of human's struggle to get back the harmony in nature. He knows how important the living trees are for society and the other living things. Nothing can happen without action and struggle. There is no alteration if people aren't aware toward environment. It is suitable with the principle eight of deep ecology that action is the first key to be done in saving nature.

3. Saving the Last Seed

Here, the third struggle of Ted is saving the last seed. He has to save the last *Truffula* seed. It is aimed that Thneedville society can see and realize the importance of living trees. Everything cannot be changed without actions. Reforestation is the best way to restore the balance of ecosystem. It means that Thneedville will flourish with living trees. At the first time, Ted is confused what he has to do to get back the living trees in Thneedville. After he meets with Once-

ler, he gets an idea to cultivate the last Truffula seed in the center of town. To save the last seed, it is not easy for Ted. O'hare always tries to defeat him.

TED : "Yeah, but nobody cares about trees anymore."
 ONCE-LER : "Then make them care. Plant the seed in the middle of town, where everyone can see. Change the way things are. I know it may seem small and insignificant, but it's not about what it is... it's about what it can become. That's not just a seed. Anymore than you're not just boys."
 (Ted looks up at the Once-ler, deep in thought. Gets a determined look. His fist closes around the seed.)
 TED : "I won't let you down."
 Ted drives off toward Thneedville. The Once-ler's eyes watch him go. For the first time shining with the hope they had when he was young.
 ONCE-LER : "I know."
 (Screenplay of *Dr. Seuss's The Lorax*,80)

This scene represents the platform eight of basic principle in deep ecology. According to Naess in Devall and Session (1985:74) the essence of deep ecology is to ask deeper questions. In asking deeper questions about why environmental problems can happen, how it can happen and how to solve those problems are the essences of deep ecology. When people already think such question, it means that time for action is needed. The action is necessary in order to achieve the better future towards environment. Ted is on fire to save and cultivate the last seed in the center of town. Once-ler believes him that he can take back the flourishing nature like before in Thneeville. Thus, Ted rides back quickly to the town and set the plan to cultivate it.

The only one way to get back the flourishing nature is saving and cultivating the last seed in the center of town. Everybody needs to know how important the living trees are. After riding from Once-ler's house, Ted directly goes to home and tells to Audrey about his plan. This scene is presented below.

(DING-DONG! DING-DONG! It's the doorbell. Ted runs and opens it, revealing. Audrey. Smiles upon seeing her.)

TED : "Audrey"

AUDREY : "Hey, did you want to--- well, okay! Ted, what is this about?"

TED : "(Ted holds up the seed for Audrey) it's about this."

AUDREY : "Wait, wait, wait—is that?"

TED : "Yes. The last Truffula seed. And you're going to help me plant it right in the middle of town. Where everyone can see it."

(Screenplay of *Dr. Seuss's The Lorax*, 86)

Ted asks Audrey to help him plant the last Truffula seed in the center of town in order to make people see the real trees. It needs to be done in order to create new green place in Thneedville. The society has to be aware that they are living in unhealthy place. He wants to make everybody realize something is wrong in Thneedville. It needs an action to change it. Thus, Ted finally has done it and Thneedville becomes a new green place.

4. Raising the Society's Environmental Awareness

In this film, the result of the struggle is raising the society's environmental awareness. According to Naess (in Devall and Session, 1985:71) inherent value as used in the first platform is common in deep ecology literature. When humans realize that nature has inherent value, they should have awareness to saving environment. In *Dr. Seuss' The Lorax*, the society becomes care about environment because of Ted's action. In order to make people understand the importance of saving nature, it has to begin from consciousness in human beings. The researcher found some data which are relevant to raise environmental awareness.

TED : "So this is really all your fault. You destroyed everything.

ONCE-LER : “Yes. And each day since the Lorax left I’ve sat here regretting everything I’ve done. Staring at that word—“unless”—and wondering what it meant. But now I’m thinking... well, maybe you’re the reason the Lorax left that word there.”

(Ted looks up, stunned.)

TED : “Me? Why would he leave that for me?”

ONCE-LER : “Because unless someone like you care a whole awful lot, nothing is going to get better. It’s not.”

(Screenplay of *Dr. Seuss’s The Lorax*, 79-80)

Once-ler regrets what he had already done because it causes environmental damage. He realizes that he lacks awareness to save the living trees. Fortunately, Ted cares about trees. Without Ted’s action, environmental problem cannot be solved. Ted is the first guy who takes an action to save the environment in Thneedville. He raises environmental awareness because he realizes that O’hare Company already brainwashes society in order to buy his product. It is suitable with Once-ler’s statement “nothing is going get better, if only someone cares a whole awful a lot in the world. It is not.”

Another example showing that Ted invites society to raise environmental awareness is presented in scene below.

(Ted leaps onto the top of the bulldozer)

TED : “I am Ted Wiggins. And I speak for the trees. And the fact is things aren’t perfect here in Thneedville. And they’re only going to get worse unless we do something about it. Unless we change our ways. And we can start by planting this!”

(Screenplay of *Dr. Seuss’s The Lorax*, 97)

The scene above shows that Ted has self awareness towards environment. He realizes that Thneedville is really in crisis which is no trees and animal. He provokes people to change the mind and the way of thinking to get healthy life in Thneedville. For the first time, the society does not believe in Ted. They still

follow O'hare not to care with the living trees. It is not easy to ensure them. Afterwards, Ted hits the wall of Thneedville in order to show the society about how condition in the outside of town. The society stares at the view and it seems so horrible. Ted successfully invites the society to agree with him and start to save the last seed in the center of town. Since that moment, the society raises the environmental awareness.

Nothing is wasted in this world unless everything comes up from the struggles. Ted successfully convinces the society in Thneedville in order to make them agree to replant the last seed. It can be seen through this song entitled "Let it grow".

The whole crowd now joins in the chorus. O'hare can see he's losing ground. Ted leads everyone back down towards town square.
 CROWD : "let it grow. Let it grow. Like it did so long ago! It is just one tiny seed but it's all we really need. It's time to change the life we lead. Time to let it grow!"
 (Screenplay of *Dr. Seuss's The Lorax*, 99)

The scene above shows that how Ted convinces them and it works. They sing together in the center of town. This scene portrays that the society wants to change life to be better. Thus, they say, "let living trees grow in Thneedville."

5. Establishing a New Green Place

Establishing a new green place is the second best result of Ted's struggle. It is clearly stated by Naess (in Devall and Session, 1985:70) to comment the principle one that it refers to the whole ecosphere. It means that the well-being and flourishing are not only for human being, but also for non human life. The balance of ecosystem will be obtained if humans act wisely in treating nature. Therefore, the balance of ecosystems is a very vital part in this life. When humans

respect to the nature, it will be useful for sustainability of their life. Meanwhile, nature will feel the same that its existence could be useful for others. It means that there is a balance of life between human and non human.

In *Dr. Seuss' The Lorax*, there are some data which reveal an establishing a new green place as a result of Ted's struggle. This scene is taken from the soundtrack of "Let it grow".

Scene (Lerkim-present-same)

TOWNSPEOPLE : "It's time to banish all your greed."

(WHACK! He chops away at the boards covering his window. WHACK! WHACK! The axe breaks through the boards and sunlight shines into the room for the first time in years.)

TOWNSPEOPLE : "Imagine Thneedville flowered and treed! Let this be our solemn creed!"

(Screenplay of *Dr. Seuss's The Lorax*, 101)

The scene above shows the beauty Thneedville. It can be seen in the screenplay that it describes the sunlight shining into the room of Once-ler for the first time in years. Then, this scene describes Thneedville is flowered and treed. It can be said that Thneedville now rebirths. Everybody sings together and be happy about the big changes in Thneedville.

Then, another example of new green place shows in this scene below. This scene is taken when the Lorax comes back to the valley and meet up with Once-ler.

Scene (Lerkim-present-day)

Cross dissolve from the sapling in town square to one growing in the desolate wasteland outside of the Lerkims.

The old Once-ler steps outside with a watering can in hand. He makes his way over to the UNLESS stones where some small patches of grass are beginning to grow around the tiny Truffula tree.

The Once-ler carefully sprinkles water on a few saplings and smiles. Then, he hears a faint sound off in the distance. The same sound he heard when the Lorax disappeared into the sky years ago.

He looks up and sees the smoggy clouds beginning to part. A ray of sunshine falls upon him and a swomee-swan swoops down from above. The amazed Once-ler watches the bird fly by then turns to the UNLESS stones where he sees—

The Lorax. Floating back down to the stones, smiling. The Once, ler can't contain himself and laughs in joy.

LORAX : "you done good, beanpole. You done good."

(Screenplay of *Dr. Seuss's The Lorax*, 102)

Now, there are a lot of tiny Truffula trees in the Lerkim. It is like years ago when nature has not been destroyed by human. The Lorax comes back. It means that the green place now has been created. In this scene, Once-ler is watering the plant, while he hears a sound at the first time when the Lorax appears. The entire struggle to make green place had been accomplished successfully by Ted.

C. Ways of The problems and The Struggles Portrayed in The Film

The researcher found four film elements in *Dr. Seuss' The Lorax*. Based on film theory by Louis Giannetti, film elements are divided into several, namely: the shots, the angles, color and music. They are very significant in this film. That is why the researcher uses the four elements to formulate this research because these elements can transport successfully the environmental problems and the struggle of the main character to save environment to the viewers. Thus, the researcher uses film theory based on research question.

1. The Shots

According to Giannetti (2002, 11-13) the shot is defined by the amount of the subject matter that is included within the frame of the screen. The shot is not defined by the distance between the camera and the object photographed. However, the apparent distance of the camera from the subject is significant to determine the entire mood of shot. Whether the camera seems to be looking up

and down with the characters, the viewer immediately makes decisions about the characters and their relation to the other characters in the film. Here, the researcher will use Gianetti's film theory to reveal some data which contain significant meaning of the shot element in *Dr. Seuss' The Lorax* on Ecocriticism perspective.

a. The Extreme Long Shot

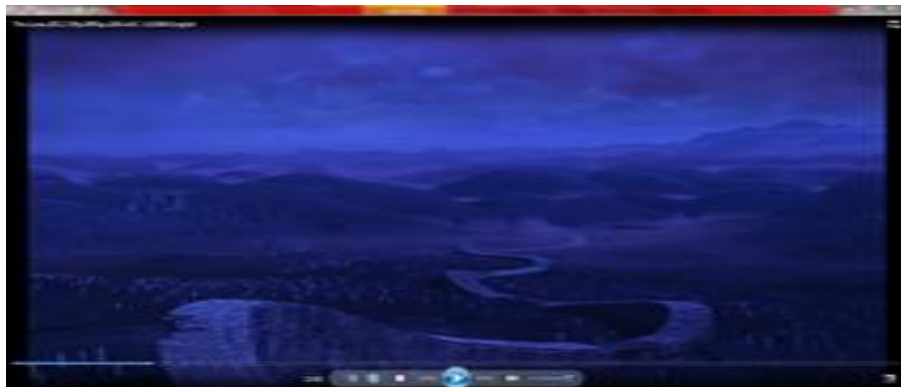
In *Dr. Seuss' The Lorax*, the extreme long shot is taken to show the location or setting. The setting is important element in this film. The director delivers the mission of the film that environmental problems commonly occurred today. The extreme long shot is significant and dominant in this film because it captures the whole situation and condition in Thneedville and the outside of town. In the film, the camera shoots Thneedville in order to show the viewer how the real condition without vegetation. There are some pictures that show the extreme long shot portraying the situation in Thneedville. The examples of Thneedville condition are presented in the pictures below.



(*Dr. Seuss' The Lorax*, 2012 in minute 56:34 to 56:51)

In the picture, the camera takes the shot in very extremely long shot. The factory of Thneed is the center of the whole picture. The smoggy skies and the smoke capture that the outside of town in crisis. There is no living tree because of the production of Thneed in a big scale. In this scene, the shot captures not only the big factory but also the desolate valley and a conveyor belt filled with Truffula trees. The Truffula leaves and the cut trees appear as mere specks on the screen. It shows to viewer that there is no meaning of environment in this film. Once-ler chops down all trees for getting money. This shot emphasizes that the environmental problems in outside of town are getting bigger and bigger.

Another example of the extreme long shot can be seen from the picture bellow. It shows how the condition of the outside of town for many years later. Ted is the first one who sees there. It is like a nightmare.



(*Dr. Seuss' The Lorax*, 2012 in minute 12:35 to 12:50)

This scene captures the desolate valley after many years later. The shot is taken from a far distance. In the point of Ted's eye, he can see until the end of the outside of town. The picture shows a long road without living trees around. Not only Ted, but also the viewers can see that. By using this shot, there is an

indication that the viewer is placed together with Ted in the movie. Therefore, the viewer feels what Ted feels and sees. It likes a nightmare.

Fortunately, there is Ted who has self-awareness toward environment. He tries to get the last seed from Once-ler. He invites all citizens in Thneedville to cultivate the last seed in the center of town. Here, another example of an extreme long shot which captures in the scene of all people singing the song “Let it grow”.



(Dr. Seuss' *The Lorax*, 2012 in minute 01:17:17 to 01:17:30)

The camera does not focus to one subject or object but it shoots to the whole of center of town. The view is so far from the subject that Ted almost is not visible. There is the indication that the director wants to show to the viewer that all people agree with Ted's action. Thus, it aims that the action can provoke the viewer to save the environment in the real world.

b. The Long Shot

The long shot ranges related nearly to the distance between the audience and the screen in order to show the figure's body in full, with the head near the top of the frame and the feet near the bottom (Giannetti, 2002:12). Based on the data, the researcher found many scenes using this shot. It means that the long shot is dominant in this film to clearly show the characterization to the viewer.

The character is taken near from the frame. Therefore the viewers can see full body of the character. The closer subject sees the frames, the easier the viewers identify aspects of the character and performances of subject in the film. The long shot is a good framing for action scenes and observing social groupings in order to retain the viewer's awareness of the environment they live in.

In *Dr. Seuss' The Lorax*, the long shot is taken several times. The camera shoots the body of the main characters to show characterization. The example of long shot is presented below.



(*Dr. Seuss' The Lorax*, 2012 in minute 26:37 to 26:47)

This scene shows full body of Once-ler, the Lorax and animals. Once-ler stands up in front of the animals and The Lorax that he wants to chop down all trees for making Thneed. Once-ler's body is taller than the Lorax and animal. He seems to emphasize that he can do anything he wants. This shot successfully captures the character of Once-ler as an arrogant. Even though, the Lorax is shorter than Once-ler but the viewers are able to know how wise the Lorax by seeing his gesture and words. He stands in front of other animals to keep them. He speaks for nature so that the animals follow him. The scene also captures Truffula

trees in the background. The director wants to show the beautiful valley with full of Truffula trees.

Then, the next scene shows the long shot that strengthens this film in detail. The scene happens when Breet and Chet run through the valley wielding axes, with big crazy smiles on their faces. They start to chop down many trees.



(Dr. Seuss' *The Lorax*, 2012 in minute 52:39 to 53:07)

The scene shows how Bret and Chet cut down the trees very quickly. They are taller than the Lorax, so the Lorax cannot stop him. The shot captures whole condition in valley with the background of Truffula trees and the big-car-camp. The space between the characters can reflect their reactions and hand movements can be seen during the scene. In this particular shot, there is some space above the head and below the feet in order to make the characters have some freedom to move in shot without reframe.

Furthermore, the hand movement of the Lorax can be seen as a sign of “stop doing that”. He is a guardian of forest who speaks for the good sake of living trees. Deforestation is prohibited by him. However, in this scene they still chop down the trees because Once-ler asks them to do it for getting money.

c. The Medium Shot

The medium shot contains the figures from the knees or waist up because this shot can explore more detail expression in every scene and also carries movement and dialogues (Gianetti, 2002:12). In *Dr. Seuss' The Lorax*, there are some medium shots which show the character of the subject. The camera shoots the subject from the medium range to capture the expression and detailed action.



(*Dr. Seuss' The Lorax*, 2012 in minute 01:06:39 to 01:06:59)

In this scene, the camera shoots the conversation between Audrey and Ted. The shot is taken from the waist up. The viewers can understand the conversation between the subjects and the others. The scene shows how amaze Audrey and Ted when they are both seeing the last Truffula seed. There is conversation between them talking about cultivating it in the center of town. Ted makes a plan to against O'hare. He is lucky because Audrey and Grammy Norma want to help him.

Next, the other example of medium shot is presented below. Once-ler talks to the Lorax about his plan. He wants to expand his business being bigger and bigger. He builds the Thneed's factory in the valley. The Lorax surprises about his big plan. The scene below is taken in the valley when there is conversation between Once-ler and the Lorax.



(*Dr. Seuss' The Lorax*, 2012 in minute 50:44 to 51:04)

This scene shows Once-ler is talking to someone shorter than him. The camera shoots the face of Once-ler in detail. His eyes see to the down. This medium shot portrays that eyes can speak. He tells to the Lorax that he wants to build up the biggest factory of Thneed. That is why his expression looks amazed when telling that plan to the Lorax. The hand movement shows “enthusiasm”. His gesture gives a sign of passion. The camera obscures the focus of background in order to make the viewers pay attention to Once-ler only.

The medium shot in *Dr. Seuss' The Lorax* can also be seen through this scene below. The expression of Ted's mom is excited about the oak-a-matic tree.



(*Dr. Seuss' The Lorax*, 2012 in minute 06:51 to 07:22)

This medium shot successfully shows the expression of Ted's mom. She is just happy and proud in having the oak-a matic tree by O'hare. The viewers can see clearly how she smiles when she turns on a remote of that tree. Her eyes stare to Ted and Grammy Norma. She explains that living trees is not important and so outdated. She says that the oak-a-matic tree is modern and the latest model. O'hare Company sells it to the citizen in Thneedville. The camera focuses on the expression and the oak-a-matic tree in order to make the viewers see the high technology in Thneedville.

2. The Angles

According to Giannetti (2002:13) the angle from which an object is photographed can often serve as an authorial commentary on the subject matter. It is the direction and height from which the camera takes the scene, not the subject photographed. It is important because it captures the focus of the film and conveys a characterization in the film. The angle of shot is necessary to the filming of a movie. The placement of the camera in relation to the actors or objects on set can determine the entire mood of a shot. Whether the camera seems to be looking up, down, or at eye level with the characters, the viewers immediately make decisions about a character and their relation to the other characters in the film. Thus, the researcher uses some basic of the angles by Giannetti.

a. High-Angle Shot

Giannetti (2002:15) states that the camera is placed on natural high promontory. This shot gives viewers a sense of a general overview but not necessarily one implying destiny of fate. The high angles reduce the importance of

a subject in order to convey a character's self effort. The character will seem so harmless and insignificant photographed from above. This angle is useful for showing the viewers an overview of the scene. In addition, this angle decreases the importance of setting.

The high-angle shot appears in some scene of *Dr. Seuss' The Lorax*. The picture below shows how the high angle shot works in this film. The picture is taken in the outside of town. It is the first time of Ted's journey to seek the last Truffula seed. The camera shot is significant in this scene to capture how difficult the journey is.



(*Dr. Seuss' The Lorax*, 2012 in minute 13:33 to 14:28)

In the scene above, Ted is the only one who wants to get the last Truffula seed. He wants to go to Once-ler's house in the outside town. He has to pass the horrible road to get there. There is no bridge in the picture above even though he has to pass it. The camera takes the picture in high-angle shot to capture the whole situation in the outside of town. This angle successfully takes the picture in long range so that the hill seems so wide and wasted. The picture of Ted looks insignificant in this scene. That is why high camera angle tends to make the

subject appear smaller in size. He rides his scooter quickly to pass the hill use a barrel and the plank of wood as a bridge. He tries to jump but he falls down to the bottom of ravine. But he drives again his scooter till up the hill. He continues riding through horrible ravine with full of fog and is so dark.

The next picture also shows how the high-angle shot is taken in *Dr. Seuss' The Lorax*. This shot is taken in the soundtrack when Once-ler found Truffula trees in the valley.



(*Dr. Seuss' The Lorax*, 2012 in minute 19:03 to 19:54)

In this scene, the camera shoots in the very high angle. It takes picture from above of the subject in order to show the viewers how tall the Truffula trees and how beautiful the valley is. Once-ler and the animals look so small and insignificant in the frame. Here, Once-ler finds the valley for the first time. He is amazed to see many Truffula trees there. He wants to chop down the trees for making Thneed. The leaves of Truffula trees are the basic material of Thneed. In this scene, the camera also captures the beautiful-pink leaves of Truffula trees in order to ensure the viewers how beautiful the leaves are.

Another example of the high-angle shot can be seen in this picture below.

Ted meets the Once-ler for the first time in the outside of town.



(*Dr. Seuss' The Lorax*, 2012 in minute 15:17 to 16:03)

Once-ler sets a trap in front of his house to anyone who wants to see him. Ted does not know about it therefore when he presses the door bell, he hangs on in the trap. He is so afraid because he hangs on the air. In this shot, the camera takes a picture in very high angle. It can be seen from the height of house. Ted seems so small and insignificant. Here, the camera successfully works to capture the setting. The shooting area is so spooky and full of fog. The house of Once-ler seems so old and unmaintained. That is why the film needs to use high angle shot to strengthen the setting in every scene.

b. Eye-Level Shot

The placement of the camera four or five feet above ground corresponds to height of the observer. This shot permits people to make up their minds about what kind of people are being presented (Giannetti, 2002: 16-17). The camera is placed at same level as the object or character. The director commonly uses this angle because it looks neutral in the film. In *Dr. Seuss' The Lorax*, there are some

examples of eye-level shot which depict how this angle works. The first scene is taken when Once-ler's mother tries to invite him to make bigger factory of Thneed. His mother suggests him to cut down more trees because harvesting the leaves take time too long. Event though, the only thing in his family and him is only money.



(Dr. Seuss' *The Lorax*, 2012 in minute 51:26 to 52:20)

The scene above is a kind of eye-level shot. The camera takes the shot in the same level as good as the viewers. The viewers can see the background clearly. By seeing this scene, they also understand how the characterization is in this film. In this scene, Once-ler's mother looks so fabulous. Her blonde hair and furry sweater portray that she is so fashionable and elegant.

Another example of eye level shot is presented below. This scene portrays that Grammy Norma asks to Ted about the trees. Even he has not gotten the last seed yet, but he does not give up getting it from the Once-ler. The dialogue is taken when they go to the supermarket and buy marshmallow for Once-ler. He knows well what Once-ler likes in order to make Once-ler tells the rest of story about Thneedville in the past. Grammy Norma always supports him to find the last Truffula seed because she believes that Ted can do the best for Thneedville in the future.



(*Dr. Seuss' The Lorax*, 2012 in minute 45:46 to 45:56)

This scene above uses eye-level shot. As can be seen, this angle has certainly added to an enthusiastic atmosphere of Ted and Grammy Norma as the character in some scenes. The viewers also can feel how their spirit to save the living trees. Thus, this angle is suitable in this scene to deliver the message of enthusiasm.

c. Low-Angle Shot

According to Giannetti (2002: 17), in this angle, the shot in which the subject is photographed from below. This shot increases a short actor's height. Psychologically low angles heighten the importance of a subject. Low angles are often used in propaganda in scene depicting heroism. In taking shot, this angle is taken from below the subject opposing the high angle shot. The use of this shot also increases the importance of characterization.

In *Dr. Seuss' The Lorax*, there are some pictures that show low-angle shot. The scene happens when Once-ler opposes the Lorax in his big office. The scene below is shown the low angle shot.



(*Dr. Seuss' The Lorax*, 2012 in minute 57:13 to 58:40)

In this scene, the camera takes picture in very low. It can be seen that Once-ler looks so high and the Lorax looks so short. In this angle, Once-ler seems so powerful. He acts like anthropocentric. He considers that environment is just an object. Then, he can explore it anytime as he likes. He gets angry at the Lorax because he does not want the Lorax destroy his business. This low-angle shot can be used to suggest that a character is powerful.

The next picture also uses the low angle shot. This shot is taken when Once-ler sings a song “How Bad I Can Be”.



(*Dr. Seuss' The Lorax*, 2012 in minute 56:17 to 56:30)

This shot clearly uses low-angle shot. Once-ler sings one song of the soundtrack in this film. He sings a song which tells about his power to make the Thneed factory bigger. He never feels guilty toward what he has done towards environment. This angle captures how powerful he is. The background is red which represent bravery. His hand movement also captures how he wants to hold and control the world. The camera focuses only on him.

The other example shows the low angle shot. In the scene below, Ted listens the story from Once-ler. He finally knows that Once-ler is a cause of destruction of environment in the past. At the first time, Ted does not believe what really happens to the outside of town. However, Once-ler successfully delivers the story in the past to Ted. He tells about his fault to Ted in order to give a spirit in saving the living trees



(Dr. Seuss' *The Lorax*, 2012 in minute 01:01:36 to 01:02:10)

In the scene above, it can be seen that the camera takes the shot in low angle. It captures the half body of Ted. In this scene, the expression of Ted looks so surprised after listening to the story by Once-ler. His eyes are so wide in order to show how unbelievable the story is. His eyes stare at Once-ler so deep. The background also supports the feel of this scene that it represents “sadness and

feeling blue”. The director successfully delivers the message of this scene through the low angle shot and the expression of Ted.

3. Color

According to Giannetti (2002: 25), color tends to be one of important elements in film because it can build the emotion in appeal, expressive and atmospheric of the film. In general, bright colors tend to be cheerful. Then, cool colors such as blue, green and violet tend to show calm, peacefulness, aloofness and disregard. Warm colors such as red, yellow and orange tend to danger or violence, aggressiveness, and motivation. Garish colors tend to show about the glamour of the world of show business. The film sometimes uses black and white color for symbolic purpose. The color is useful to suggest moods and meanings in the film. There are some scenes that have significant color in order to show the meaning and moods in *Dr. Seuss' The Lorax*. The examples are presented below.

1



2



3



4



The scenes above use the bright color in the film. It can be seen that the color is significant in the animated film. The director uses bright color here to suggest the viewers that these scenes are in happiness and joyful. The first scene is taken in the beginning of film when the society sings together in Thneedville. It seems that they are happy to have the big parking lot in Thneedville. The color of cars is so colorful and bright. The viewers also see how beautiful Thneedville is. Then, the second scene is taken when the society sings together to show agreement with Ted in saving for the living trees. The situation above is clearly happy and enthusiastic. The color of the wardrobe also builds up this film. Next, the third and last scenes are taken in the beginning of the film. The director uses the bright color to suggest the viewers that this film is rich of color to build up the moods. The color of flowers and grass are so colorful in order to attract the viewer's attention how beautiful Thneedville is. Even though, they made of plastic, the viewers can see and feel how beautiful they are. The color can be an expressive emotional language in animation.

Furthermore, the researcher presents the cool color in this film. The cool color is useful in building up the moods of calm, peacefulness, aloofness and disregard. Here are some examples of cool color.

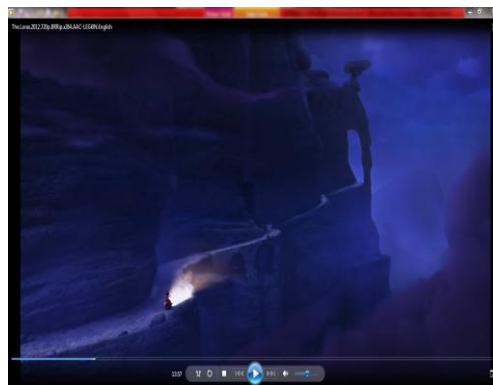
1.



2.



3.



The scenes above use the cool color in *Dr. Seuss' The Lorax*. The first scene is taken in minute 01:19:59. It shows the cool color of blue in order to build the mood of serenity and peacefulness in the valley. The director uses blue color to show the rebirth of valley to the viewers. In this scene, the Lorax comes back to meet with Once-ler. He wants to say thank to Once-ler because he successfully brings back the valley and Thneedville like before. Next, the second and third scenes are cool color of violet. They are dark and a little bit spooky. In the third scene, it shows aloofness. Ted rides to the out side of town by himself. He is the only one who wants to get the last seed. Therefore, he has to be brave pass

through the out side of town alone to meet Once-ler. The director uses violet and less light color to make this scene so dramatic.

Next, the warm color is also found in this film. The researcher found some scenes which show the warm color-use. The warm color is really significant in this film because it builds up atmosphere of the film. The example of the warm color is presented below.

1.



2.



Both of the scenes show the warm color. They are warm color of orange. The first scene is taken when Ted shows the last seed to Audrey for the first time. That color portrays aggressiveness between them seeing the last Truffula. It can be seen from the Audrey's expression and hand movement when she sees it. They want to cultivate them in the center of town. They really want Thneedville to become the new green place with living trees there. The color is so warm to show happiness. Then, in the second picture, the director uses warm color of orange in order to show violence. The big axe-hacker cuts down all trees quickly. It destroys the valley not only the trees but also the whole ecosystem. Thus, the director successfully builds up the mood of violence in this scene so that the viewers get the meaning exactly.

The researcher only found three colors in this film. They are significant in this film based on the data. *Dr. Seuss' The Lorax* is the animated film therefore color is important. The color can be treated as the expression language in animation. In addition, the good use of color can enhance the moods and meaning in film.

4. Music

Music presents a kind of overture to suggest the mood or spirit of the film. Some kinds of music can suggest not only classes, location and ethnic group, but also foreshadow (Giannetti, 2002: 222). It means that music is used as a warning to the viewers to be prepared on the event of the film which is unpredictable. It is useful to make the film dramatically and the viewers get the “sensation” from the film such as anxiousness, fear, misery, depression and so on. Music gains a more real meaning when it merges with lyric because words have specific references. Words and music convey meanings in the film. In addition, music and lyric can build the characterization in the film. It purposes to make the film more real and interesting.

Dr. Seuss' The Lorax is an animated musical film. In this film, soundtrack is important to convey the meaning. Every word in the soundtrack has power to build up the mood. The soundtrack also supports the film to be more dramatic and complete. It can portray what things happen in the film. The researcher found some soundtracks which are relevant and significant based on the research focus.

Here, the first research focus in this research has some soundtracks which portray the environmental problem in *Dr. Seuss' The Lorax*. The lyric in the

soundtrack which are relevant and suitable with the research focus is presented below.

- In Thneed ville we manufacture our trees. Each one is made in factories and uses 96 batteries. We thank the lord for all we've got! Including this brand new parking lot! Parking lot! Parking lot!
- EVERYONE : "In Thneedville the air's not so clean. So we buy it
DELIVERY MAN : "It comes out this machine"
THEM : "aaahh, in satisfaction's guaranteed Ville!"
- WOMAN : "it's him!"
EVERYONE : "ooh look! It's Aloysius O'Hare the man who found a way to sell air"
- EVERYONE : "In Thneedville we love living in this way!"
SINGIN DELIVERY MAN : "It's like living in paradise!"
EVERYONE : "it's perfect! And that's how it will stay!"

The soundtrack above is a part of "Thneedville" song. This song exists in the beginning of the film. The society sings this song as a celebration of Thneedville as in-organic town. It can be seen in the soundtrack above stating that they manufacture trees using 96 batteries for each tree s. Then, in the second part, this song tells that people have to buy fresh air product to O'hare Company. The air is not clean at all. It implies that this song represent environment in Thneedville in crisis. That is why the soundtrack is significant in this film because it supports the meaning and delivers message of this film to the viewers.

Next, the other examples of the soundtrack portray that Thneedville has many environmental problems. The problems come up from Once-ler. In the past, Once-ler cut down all living trees in the valley to make Thneed factory.

- (The axes fall down near the Lorax who dodges and weaves to avoid them. The Lorax stops and holds his hand up to say stop.)
ONCE-LER : "How bad can I be? I'm just following my destiny."
(Then an Axe Hacker drives toward the Lorax and chases him off screen. The Axe hacker chops down trees, it is path. The biggered factory rises up from behind it.)

- ONCE-LER :” How bad can I be? I’m just doin’ what comes naturally? How bad can I be? How bad can I possibly be?
- (The Once-ler now has an amazing office. He presents a chart of rising profits to his family.)
- ONCE-LER : “There’s a principle in business.”
- FAMILY : “Principle in business.”
- (The Once-ler rides on the conveyor belt that takes the Truffula tufts into the factory and converts them into Thneeds.)
- ONCE-LER : “That everybody knows is sound it says the people with money”
- FAMILY : “The people with money”
- ONCE-LER : “So I’m biggering my company and biggering my factory. Biggering my corporate sign!”
- (The Once-ler walks down the long circular stairs from his desk to the floor in his office. Piles of money rise up from the floor into the air round him)
- ONCE-LER :” How bad can I possibly be? How bad can I be? I’m just building the economy!
- ONCE-LER AND FAMILY: “How bad can I be?”
- ONCE-LER :” Just looks at me petting this puppy!”
- ONCE-LER AND FAMILY:” How bad can I be?”
- ONCE-LER :”A portion of proceeds go to charity!”
- ONCE-LER AND FAMILY:” How bad can I be?”
- ONCE-LER :” How bad could I possibly be? Let’s see!
- FAMILY :” How bad can we be?” Once-ler:”all the costumers are buying!”
- FAMILY :” How bad can we be?”
- ONCE-LER :”And the money’s multiplying!”
- ONCE-LER :”Who cares if a few trees are dying?”
- (An army of axe-hackers chop down trees left and right. It’s a nightmarish scene, like Hitler invading Poland)
- FAMILY :”How bad can we be?”
- ONCE-LER :” This is all so gratifying! How bad? How bad can this possibly be?”

The soundtrack above entitles “How bad can I be”. Once-ler and his family sing this song when they celebrate the biggest factory of Thneed. It can be seen through this song that he only thinks in expanding for his business without thinking the risk behind it. Every word in this song represents how Once-ler does not want to be blamed. It is said that what he has done just comes naturally. It means that he exploits nature because he considers it as an object. Then, the lyric

of “all the costumers are buying” portrays that he takes the benefit by selling Thneed. The lyric of “and the money’s multiplying” and “who cares if a few trees are dying” show that there is money orientation in his business. He disregards the importance of living trees. This song successfully delivers the message how humans only think the business without care to nature. When human spreads badness, he would get badness too.

Next, the researcher reveals the soundtrack of *Dr. Seuss’ The Lorax* entitled “Let it grow”. The lyric in t he soundtrack is significant with the rebirth of Thneedville. This soundtrack can deliver message about the importance of self-awareness toward environment. Thus, some soundtracks are shown below.

- Scene (town square-present-same)
(The crowd of people watch as Ted and Audrey prepare to plant the little seed into the ground. Rocks surround the hole in a protective circle (An echo of what the Lorax and animals did earlier).
EVERYONE : “We say let it grow (in Thneedvile)” Audrey leans in and surprises ted with a kiss on the cheek. His eyes go wide.
EVERYONE : “We say let it grow. It’s brand new dawn”
(Grammy Norma walks over with a watering can as ted plants the seed. She waters it and the tree begins to grow towards camera in time-lapse.)
- DELIVERY MAN : “ You don’t know me, but my name’s cy, I’m just the O’Hare deliver guy, but it seems like trees might be worth a try, so I say let it grow

(Ted and Audrey smile at this. O’Hare frowns. What? Then, a couple, Dan and Rose, step forward, emboldened by the singing deliver man’s. words. They address the crowd.)

DAN : “My name is Dan”
ROSE : “ And my name is rose”
DAN AND ROSE : “Our son Wesley kind of glows. And that’s not good, so we suppose we should let it grow!”

(Several members of the crowd nod, agreeing. Ted’s mom addresses the crowd.)

TED’S MOM : ‘Let it grow. Let it grow!’
(Ted looks up at his mom, impressed by her amazing singing voice.)

- MARIE : “My name’s Marie, and I am three I would really like to see a tree”
- EVERYONE : “ Awwww.....”
- MARIE : La la la la la la la la la I say let it grow”
- GRAMMY NORMA : “I’m Grammy Norma, I’m old and I’ve got gray hair. But I remember when trees were everywhere.
(The crowd is moved by this. O’Hare can see he’s losing ground.)
- GRAMMY NORMA : “And no one had to pay for air. So I say let it grow!”
- CROWD : “Let it grow. Let it grow. Let the love inside you show.”
- (Mooney slaps the rocket helmet to O’Hare’s head and send s him flying off screen.)
- CROWD : “Plant a seed inside the earth, just one way to know its worth, let’s celebrate the world’s rebirth—we say let it grow!”
- O’HARE : “Noooooooooooooooooo!”
- CROWD : “Let it grow. Let it grow. You can’t reap what you don’t sow

The lyrics above show happiness in Thneedville. Everybody sings together to welcome the new green place. In this soundtrack, there is a meaning of raising environmental awareness. It can be seen from the upper third of the part of soundtrack. In the end, Ted successfully cultivates the last seed in the center of town. Thus, the Truffula trees can grow in the Thneedville. This soundtrack portrays a new green place and a sign of the world’s rebirth.

D. Discussion

Environment and the earth are inseparable. The earth consists of 90% water and 10% land. This condition is possible for plants and humans to live and grow in the earth. Because of the availability of water and plant, they make humans and animals can live on earth. All living beings can survive following their role in food chain. As time goes by, the cycle of evolution grows faster. There are various kinds of knowledge that describe the use of natural resources in the earth. That is

why humans attempt to exploit nature in accordance with the benefit contained on it. They utilize natural resources to take profit in fulfilling their needs without restoring the nature to good condition. The massive exploitation of nature will lead to the destruction of nature and an imbalance in the food chain.

This phenomenon causes the extinction of animals and plants. It will give the bad impact for human life also in the future. It means that nature and human connect to each other. They both are the elements of the earth. However, humans disregard for the existence of nature. They use nature to take the advantages on it. It can happen because of human's greed. This bad attitude will lead the damage of nature and environment. The real case nowadays is illegal logging. This is actually not something new, but today it is getting worse. The excessive use of nature is aimed to take more profit and benefit without thinking the sustainability of nature for the future. Nevertheless, only some people pay attention to this case. That is why society needs a medium to share and change mind to save the environment.

To face this case, humans need self-awareness toward environment. Self awareness is the first key to save the environment from the damage. According to Glotfelty (1996: xxiv), consciousness raising is the most important step that humans have to do in solving the environmental problem in the world. It means that the first step is to think about the surroundings. It is impossible to bring the environment to be better if humans do not care about environment. The earth now needs not only words but also action. Thus, by understanding this case, literature

can be a great medium to share and create the self awareness for society towards environment through the pleasure and understanding on it.

Dr. Seuss' The Lorax is one film of great literary works which delivers the importance of saving environment to the viewers. This film is animated musical comedy that does not only entertain but also deliver self-awareness towards environment to the viewers. In this film, the society disregards the surroundings. They live in in-organic environment. It can be seen that there is no living trees and animals there. The other problem is the society consumes the factory made air product from O'hare Company. It means that O'hare takes profit from the society in Thneedville. He utilizes that situation to get money. This film portrays serious problem that can happen in the world.

Then, another interesting point of this film is the struggle of the main character to save the environment. Ted is the main character who has the self awareness towards environment. He is still young but he has big spirit to save the living trees. The struggle is not easy as it seems. He has to seek the last Truffula seed in the out side of town. Once-ler is the only one who has the last seed. Once-ler makes Thneedville become desolated place in the past. He cuts down all trees there to make Thneed product. He never thinks about the risk behind it. Then, in another time, Ted comes to bring the bright future for Thneedville. In his struggle, he is not only seeking the last Truffula seed but also fighting against O'hare. O'hare always beats him when he tries to save the living trees. He never gives up to save living trees. It implies that this film motivates the viewers to treat the

nature equally as a God's creature. That is why this film is very appropriate to discuss and watch for the viewers.

In *Dr. Seuss' The Lorax*, this film describes that there is human interference with the non-human world excessively. Then, it makes the situation rapidly worsening. It means that humans exploit nature in big scale without any preservation. The problem arises when society neglects the surroundings. Humans treat a nature for a source of economy. By this image, the viewers are expected to be more sensitive to the environmental problems in the world.

By seeing the environmental problems above, this film portrays the struggle of the main character. It is in accordance with the principle eight of deep ecology stating that for those who subscribe to the basic principle of deep ecology have obligations directly or indirectly to try to implement the necessary changes. It means that not only speaking, but also action is truly needed to save the nature. That is why *Dr. Seuss' The Lorax* asks the viewers to act in order to save the environment. It can be seen when Ted as the main character struggles to cultivate the last Truffula seed in Thneedville.

Then, the well-being and flourishing of non-human life on earth have value in themselves. The independence of the usefulness of the non-human world is also for the good sakes of human purposes. It means that the well-being and flourishing are not only for human being, but also for non human's life. This principle touches every single living and non living things because it is necessary to respect God's creature. Humans will feel good effects not only for them, but also to nature. That is why an egalitarian attitude in treating nature is needed.

Raising environmental awareness and new green place will be created as the result of the struggle to save nature. It is shown in *Dr. Seuss' The Lorax* in the end of film.

In addition, the elements of film are needed to deliver the meaning of story in a good cinematography. There are some elements of film theory such as the shot, the angles, color and music. They are important as the structure in building the film. They make the story of this film more real for the viewers. These elements that are combined with Ecocriticism theory successfully deliver the understanding and awareness towards nature to the viewers. Thus, *Dr. Seuss' The Lorax* can be considered as entertaining film containing environmental value to create self-awareness to the viewers.

The shots, the angles, color and soundtrack in this film are significant because they show how this film works to deliver environmental problem and the struggle to save the nature. The best camera angle and shot are needed in order to make the viewers enjoy this film. Not only about offering entertainment, but also education is presented in *Dr. Seuss' The Lorax*. The soundtrack in this film also supports this film more real and alive. The basic elements of film theory connect to each other to build a good cinematography. Thus, these elements are expected in delivering the awareness towards environment to the viewers.

Those findings show that the film delivers the importance of saving the environment in a smooth way. It is aimed to make the viewers not only enjoy the film but also take the meaning of the story. By saving the nature, it is necessarily needed in order to keep the sustainability of the earth. That is why the society has

to be presented many literary works which are related to environmental theme. It needs to be done in order to make the viewers are more sensitive to the surroundings. Thus, *Dr. Seuss' The Lorax* presents as a good literary work for the societies. Hopefully, it affects the viewers to change mind and act to save the nature because it is not only for the good sake of human life but also for the nature in the future.

CHAPTER V CONCLUSION

In the last chapter, the researcher presents the conclusion of this research. She found out that there are environmental problems and the struggle of the main character to save the environment as reflected in *Dr. Seuss' The Lorax*. In addition, the researcher also concludes the ways of the problems and the struggles portrayed in the film.

A. Kinds of Environmental Problem Found in *Dr. Seuss' The Lorax*

In this point, the researcher found four categories that portrayed environmental problems in *Dr. Seuss' The Lorax*. It can be seen that the environment in this film is not healthy. In *Dr. Seuss' The Lorax*, the researcher determines some indicators. They are “having no living trees and animals”, “consuming the factory made air product”, “enjoy to live in in-organic environment”, and “exploiting nature for business purpose”. The first indicator reveals that the biggest problem is no living trees and animal. It is shown in the film that Thneedville is a synthetic-town without nature. The second indicator shows the effect of no living trees that society has to buy fresh air. It means that societies have to spend their money to buy it. This situation absolutely prospers one person who is in charge on that business. The third indicator portrays how the societies enjoy living in fake vegetation. It means that they neglect to the surrounding. The last indicator reveals how humans use nature as a source of economy. This is really bad because humans do not respect nature as God's creature. It leads to the damage of the earth.

The indicators above show that the earth is really in crisis. It shows that *Dr. Seuss' The Lorax* portrays the environmental problems in complex way. The film gives illustration to the viewers how the earth's condition actually is. Thus, this film is worth to watch and discuss because it is related to the environmental issues today.

B. Kinds of Struggle of The Main Character to Save the Environment

The one way to save the environment is by action. It means that action is needed to get back the harmony of ecosystem. Speaking without acting is nothing. In *Dr. Seuss' The Lorax*, the researcher found five indicators that portray the struggle of the main character. They are “keeping effort to seek the last seed”, “opposing the in-organic industry”, “saving the last seed”, and “raising the society's environmental awareness” and “establishing a new green place.”

Ted is the main character in the film. He has self-awareness towards environment. The struggle is not easy because O'hare always tries to defeat him. The first indicator is the first struggle of Ted in saving living trees. It is shown when Ted has to seek the last Truffula seed in the outside town. Although the journey is not easy, he still keeps fighting to get it. The second indicator reveals how the main character has to try against O'hare. O'hare is a powerful-man who runs fresh air business in Thneedville. He absolutely does not like Ted's action in saving living trees. Nevertheless, Ted has big passion to against O'hare. The third indicator is the important step to save the living trees. Ted has to save and cultivate the last seed in the center of town in order to make society realize the importance of saving environment. The last indicators are “raising the society's

environmental awareness” and “establishing a new green place”. Both indicators are the good effect of Ted’s struggle towards environment. It can be seen in the film that the struggle is not only for the sake of human’s life but also for nature.

C. Ways of The Problems and The Struggles Portrayed in The Film

In *Dr. Seuss’ The Lorax*, the portrayal of the problems and the struggles are shown by the elements of film theory. These elements are significant since the object of this research is a film. They are the shots, the angles, color and music. Thus, the researcher uses these elements combined with Ecocriticism theory to formulate this research.

The shot is a necessary element to build up the film. The apparent distance of the camera from the subject is significant to determine the entire mood of film. The shot gives opportunity for the viewers in order to make decisions about the characters and their relation to the other characters in the film. In this film, the extreme long shot, long shot and medium shot are significant because they capture the environmental problems and the struggles in good way. It will be useful for the viewers to recognize the meaning of every single scene. The angle is the other element of the film. In *Dr. Seuss’ The Lorax*, the angle is important because it captures the focus of the film and conveys a characterization in the film. The high angle shot, eye level shot and low angle shot are mostly applied. Next, the other element of film theory is color. Color tends to be one of important element in film. The bright color, cool color and warm color are significant in this film because they can build the emotional in appeal, expressive and atmospheric of the film (Giannetti, 2002:25). *Dr. Seuss’ The Lorax* is an animated film. That is why

the color is significant of this film. The independence in the usage of color is an advantage of animated film. The last element of the film is the music. *Dr. Seuss' The Lorax* is an animated musical film which has some soundtracks. The soundtrack here is significant because it conveys the meaning in the film. It also purposes to make the film more real and interesting. In addition, the viewers will understand the meaning of the film not only through the story but also through the element of film.

Dr. Seuss' The Lorax appears to deliver the message of environmental awareness and the struggle to save the environment. This film shows how important the nature is. It is not only for the good sake of human life, but also for nature. Hopefully, the viewers can take the meaning of this film positively in order to be implemented in the real life. The viewers will realize that saving nature is important. Furthermore, they can take several movements and respect towards environment problems by watching this film.

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APPENDICES

APPENDIX I

The Summary of *Dr. Seuss' The Lorax*

In the town of Thneedville, there are societies which live in in-organic environment. They live in fake vegetation without living trees and animals. Even, the air is provided by the O'Hare Company for a price. The societies really love to live in that way. Ted, a twelve year- old boy, has a self awareness towards environment. At the first time, he wants to impress his friend, Audrey, by fulfilling her dream of seeing a real tree. Then, he asks to his grand mother about the living trees. His grand mother tells him to find out 'the Once-ler', who lives in the out-side of town. The Once-ler is the only one who has the last seed.

Ted never listens about the out-side of town because he only stays in Thneedville. After knowing about the out-side of town and the Once-ler, he rides to the out-side town. It is not easy to reach the out-side town because there are many hidden camera by O'Hare Company in a whole town of Thneedville. O'Hare never lets anyone to oppose him. However, Ted is brave enough to reach the out-side of town by himself. He is shocked to see the condition there. It is desolate place filled with many tree stumps. The sky is dark and smoggy. In the middle of hard journey, he has to pass the hills without a bridge. However, he does not give up reaching there.

He has an idea to jump by riding hard his scooter use a barrel and the plank of wood as a bridge. He finally lands safely and continues the journey to the Once'ler's house.

Afterwards, Ted meets with The Once-ler in the old house. He expresses his desire to have the living trees. Once-ler tells Ted that he will tell him where to find a tree, but that he has to listen to his story first. Then, the Once-ler told his story about the living trees in the past. The condition of the out-side town is clearly different a few years ago.

In the first time, the condition of valley is very flourishing. There are a lot of Truffula trees. The animals live in happiness. The nature is really beautiful without any destruction. Then, Once-ler comes to the valley. He cuts the trees down in making for Thneed. Thneed is a product which can use as cloth, hat, and so on. The basic material of Thneed is the leaves of Truffula trees. The problem arises when he cuts all trees down without responsibility. Once-ler does not think twice about a bad impact because of his action. He only thinks about the profit in selling from Thneed. The environmental problems occur everywhere. The animals lose their habitat. Everything becomes so horrible in the valley.



As Ted listens to the Once-ler's story, it inspires him to take action to change things in ThneedVille. He realizes that there is something wrong in environment of Thneedville. He wants to invite people in order realize the importance of saving environment. However, the trouble is he has to deal with Aloysius O'Hare. O'Hare is the capitalist who sells factory made air product to society. He takes money by selling his product. Everyone should buy the product because there is no living tree. He



determines to stop Ted and Audrey from spreading the word about living trees. The living trees produce naturally free air and for free.


Later, Ted finally gets the last Truffula seed from Once-ler. Once-ler suggests him to saving and cultivating the last Truffula seed in the center of town. This action is absolutely not easy because O'Hare tries to take it. Fortunately, Audrey and Grammy Norma want to help him in saving for the last Truffula seed. They help him against O'Hare. To reach the center of town, it is not easy because O'hare and his body guard chase them quickly. They finally arrive in the center of town and directly find the dirt to cultivate last seed. Ted successfully invites people to agree with him that it is important to save the environment. At the end, the nature is back as how it was before. Ted's struggle brings the harmonious nature back not only in Thneedville, but also in the out-side of town.


APPENDIX II

Table 1. The Table List of the Data for the First Research Objectives: To Identify Kinds of Environmental Problem Found in *Dr. Seuss’ The Lorax*


No	Scene	Dialogue of screenplay	Category	Code	Page	Meaning I	The shots/ the angle/Color	Soundtrack	Meaning II
1		Scene (Two maintenance workers work on a large “welcome to Thneedville” sign. The slogan below it reads, “Fantastic! Made of plastic! 100% inorganic.”)	Having No Living Trees and Animals	1.A	1	People live in in-organic environment. They think that Thneedville is a good environment so that they make that slogan.	deep focus/eye level angle/cool color of violet	-	The scene here shows the deep focus shot, it can be seen how the camera take the whole situation in Thneedville. Eye level angle looks neutral in this film. the color of violet represents a peacefulness in the town
2		Scene (All of the houses look basically the same. Electric trees line the streets instead of street lamps. Floosh! An inflatable plastic bush inflates.	Having No Living Trees and Animals	1.A	2	Everything made of plastic in Thneedville. Even, flowers, grass and bees are made by in-organic product.	Deep focus shot /eye level angle/ bright color	-	The scene uses the deep focus and the eye level angle to show the background in close range in sharp focus. Bright colors tend to be cheerful.


		Floosh! Another. Floosh! Another. Then, POP! A bed of Plastic Flowers pops up in time with the music complete with plastic buzzing bees attached to wires.)							
3		Scene (Ted sits at the dinner table with his mom and Grammy Norma. He absentmindedly pokes at a piece of jelly shaped like Broccoli.)	Having No Living Trees and Animals	1.A	9	There is no vegetable even for daily food. They have to eat Broccoli made of jelly.	medium shot/ eye level angle /warm color of orange	-	The medium shot is applied to explore more detailed expression of Ted. The eye level angle shows the background in Ted's house. The color of orange suggest warm atmosphere in Ted's house.
4		Scene (Ted comes out into the world outside of town. It is a desolate landscape. Filled with garbage and	Having No Living Trees and Animals	1.A	17	Ted sees what happen actually in the outside town. It is so horrible without animal and living trees.	extreme long shot/eye level angle/cool color of violet	-	The extreme long shot captures the condition in the out-side of town in long range. The eye level angle also



		<p>filthy water and tree stumps.)</p> <p>TED : “Huh.”</p> <p>(He is seeing his world as it really is. And it’s nightmare.)</p>							captures this scene so wide. The color of violet suggests a silence.
5		<p>Scene</p> <p>(The Once-ler stares out into the valley. All that can be seen for miles and miles is stumps. The Truffula trees are all gone.)</p>	Having No Living Trees and Animal	1.A	77	In the outside town (flash back) there is no living trees and animal, because the Once-ler already cut down all trees in the valley.	Extreme long shot/ eye level angle/ cool color of violet	-	<p>The extreme long shot capture the background in the outside of town without living trees. The eye level angle captures the situation in the out-side of town in medium range in sharp focus. The color of violet suggest a silence in he scene</p>


6		<p>Scene</p> <p>(The Once-ler watches it go, his completely deserted factory behind him. He stands there all alone. And then he sees something approaching in the distance. It is the Lorax, leading a massive crowd of animals. The Once-ler holds up his hands as they approach.)</p> <p>ONCE-LER: “hey, look, I don’t want any trouble.”</p> <p>LORAX :” And you won’t get any. Not from them. Thanks to you and your hacking and smogging and glupping, they can’t live here anymore. So, I’m sending them off.</p>	Having No Living Trees and Animals	1.A	78	<p>All the animals go away from the valley because once-ler already chopped down all trees for biggering his Thneed company. They can not live in the valley anymore and only the Once-ler stays in the dark valley. Alone.</p>	<p>Deep focus shot/eye leve angle/cool color of violet</p>	-	<p>The deep focus shot captures the full body of animals in order to make the viewers can see clearly their condition. The eye level angle shows here shows the background in the out side of town filled with trees stumps and desolated valley. The color of violet suggests a sorrow and silence.</p>
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		<p>Hopefully they'll be able to find a better place out there somewhere.”</p> <p>(He gives the Once-ler a pointed look. The animals continue their march, heading for the horizon. The Once-ler then sees Melvin leaving with all of the animals. His face falls.)</p> <p>ONCE-LER: “Melvin? Melvin! Hey, Pipsqueak”</p> <p>(Once the animals are gone, it's just the Lorax and the Once-ler. The Lorax stands on a pile of rocks. The Once-ler takes off his biggered hat in shame. Then pulls himself up by the seat of his pants and magically</p>							
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		floats up through the air. The Once-ler watches, amazed. The Lorax then disappears through a hole in the smog.)							
7		Scene (The delivery man gets out of the truck and grabs an air bottle from it. He replaces an empty, used air bottle with a new one like a milkman.)	Consuming the Factory Made Air Product.	1.B	2	Everyday people have to buy the factory made air product-refill to the O'Hare Company.	Long shot/eye level angle/bright color	-	The long shot captures the human body in full. The eye level angle shows the background in Thneedville when the delivery guy takes the factory made air product-refill. The bright color here tends to be cheerful.


8		<p>MARKETING GUY 1: “Mr. O’Hare, what we’ve got for you is something that is going to take O’Hare AIR to the next level.”</p> <p>MARKETING GUY 2: “Now, Mr. O’Hare, I know what you’re thinking. One, I’ve gotten rich selling people air that’s fresher than the stinky stuff outside. Two, here’s the important one, how could I possibly make even more money? (Laugh) we can tell you, sir, we can tell you!”</p> <p>MARKETIG GUY 1: “check out this commercial.</p>	Consumin g The Product Air Product	1.B	14	O’Hare takes a lot of profit by selling factory made air product to people and he tries to make commercial advertisement in order to make people buy that product a lot.	medium shot/eye level angle/bright color	-	In this scene uses the medium shot which captures the half body of the marketing guys. The eye level angle shows a characterizatio n of them that they are enthusiastic in promoting for their presentation. The bright color tends to be excited.
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		Huh!''							
9		<p>(commercial advertisement) FIRST GUY :'' whaaaa?!''</p> <p>(A hot chick opens up a bottle in her face and it makes her hair blow sexily. The first guy is amazed. Instant party! He and his buddy click their bottles together.)</p> <p>ANNOUNCER : ''O'Hare purified air. Freshness to go! Please breath responsibly''</p>	Consumin g the Factory Made Air Product	1.B	15	In the advertisement, it shows that people have to buy factory made air product for life style.	Long shot shot/eye level angle/bright color	-	In this scene, the medium shot captures the full of human body and the factory made air product in close range in sharp focus. The eye level angle shows the background of commercial advertisement in the party. Bright color suggests the situation in a cheerful atmosphere.
10		MARKETING GUY 1:'' and what's more, when we build a new factory to make the plastic bottles, the air quality's just going to get worse.	Consumin g the Factory Made Air Product.	1.B	16	O'Hare only thinks about how to improve people buying his product of factory made air.	long shot/eye level angle/ cool color of blue	-	The long shot captures the background in the office of O'hare. The marketing guys seem very enthusiastic in front of O'hare in presenting for the product.


		<p>MARKETING GUY2: “which will make people want our air even more and drive sales. Where? Through the roof!</p> <p>O’HARE : “So in other words, the more smog in the sky, (chuckles) the more people will buy.”</p>							<p>The eye level angle shows the expression of the marketing guys. The color of blue suggests a happy atmosphere</p>
11		<p>LORAX :” We open in Thneedville, a city, they say, that was plastic and fake and they liked it that way. A town without nature. Not one living tree. So what happened to them? Cue the music! Let’s see.’</p>	<p>Enjoying to live in In-organic Environment</p>	1.C	1	<p>The dialogue shows that people are enjoying to live in in-organic environment. It can be seen in the billboard</p>	<p>Deep focus/ Eye level angle/ cool color of violet</p>	-	<p>The deep focus applies in this scene. It also captures at close range in the billboard. The use of eye level angle is just to show the situation of whole city that everything made by plastic. The color of violet suggests the atmosphere of calm and quiet because the</p>

									sun has not been raised (in dawn)
12		<p>TED : “So...Mom. Do you happen to know if there’s like anyplace where I could get a real tree?”</p> <p>TED’S MOM :” Ted, we already have a tree. It’s the latest model”</p> <p>TED : “yeah, but I mean like a real one that grows out of the ground or whatever. You know, like a real tree.</p> <p>TED’S MOM : “really? You’d rather have some dirty, messy lump of wood that just sticks out of the ground and it does what? I don’t even</p>	Enjoying to live in In-Organic Environment	1.C	10	Ted’s mom thinks that the real trees are not important. She likes to use “oak-a-matic trees” because it is cool and modern.	Medium shot/eye level angle/ warm color of orange	-	The Medium shot shows the expression of Ted’s mother. She looks so happy with her big smile. The eye level angle captures the background of this scene in Ted’s house. The color of orange tends to be calm and happy.


		know what it does. What's its purpose? Look what we've got. It's the oak-a-matic, the only tree with its own remote! “							
13		<p>O'HARE :” You gotta be kidding me! You really think people are stupid enough to buy this?!”</p> <p>MARKETING GUY 1:” our research shows that if you put something in a plastic bottle, people will buy it.”</p> <p>MARKETING GUY 2: “exactly...”</p>	Enjoying to live in In-Organic Environment	1.C	15	People like to use plastic bottle.	Medium shot/eye level angle/ bright color	-	The medium shot captures the half body of marketing guys in order to focus to their expression. The eye level angle captures the background of O'hare office. The bright color tends to be cheerful.
14		<p>TED :“Um...I'm...I'm looking for a place to plant a tree. A real one.”</p> <p>WOMAN : “Why</p>	Enjoying to live in In-Organic Environment	1.C	94	In this scene, the woman does not care about trees including people in Thneedville. They lack environmental	Long shot/eye level angle/bright color	-	The long shot captures the whole body of people in this scene. The eye level angle also captures in a



		<p>would we need a tree?”</p> <p>O’HARE :” Exactly.”</p> <p>(Everyone turns and see O’Hare leaning on his broken statue’s head. All eyes are on him.)</p>				awareness.			crowded situation. Bright color tends to be spirited.
15.		<p>O’HARE :” Folks, the last thing you want around here is trees. They are filthy, spewing that sticky, nasty sap all over the place. (To Marie) they bring poisonous ants and stinging bees.”</p> <p>(He sticks his finger into Marie’s ice cream cone. Then lick it off.)</p> <p>MARIE : “Hey!”</p>	Enjoying to live in In-Organic Environment	1.C	94-95	O’Hare tries to brainwash people that living trees are problem for people. Then people agree with all statement from O’Hare. They think that they are already living in perfect environment (made by plastic and factories)	Both Medium shot / eye level angle/ bright color	-	The scene uses medium shot in order to show people’s half of body. This shot captures facial expression of them when they listen to O’hare. Eye level angle captures the background of Thneedville city in crowded. Bright color suggests an enthusiasm.

		<p>O'HARE : “ouch. Think about the kids. And I just thought of, you know, they make leaves! I and these leaves they just fall. They just fall wherever they want.”</p> <p>(The crowd gasps. A man in the crowd faints. The crowd murmurs, concerned. The tide is definitely against Ted.)</p>							
16.		<p>O'HARE : “Oh, come on! She’s making that up! That’s a made up word, people! Thneedville is a perfect just the way it is. We do not need trees! That boy has a seed! We need to stop him! Who’s with me? C’mon.”</p>	Enjoying to live in In-Organic Environment	1.C	95-96	O’Hare successfully provokes people against Ted and people agree with him. They think that living trees ruin their environment. That is why they try to take the last seed from Ted.	Long shot /low angle /bright color	-	The long shot captures the whole body of O’hare and people. The frame is full of characters’ height. The camera takes a scene in low range in order to show the character of O’hare. He is



		<p>MAN : “O’Hare right!</p> <p>MARKETING GUY 2: “Seeds will ruin us all”</p> <p>CROWD : “Stop it! Yeah! I’m afraid of bees! Grab him!</p>							powerful. Bright color tends to be enthusiastic atmosphere of o’hare in provoking for people.
17.		<p>ONCE-LER : “All right! Here we go. About to make a Thneed. About to change the world.”</p> <p>(The animals all stare at the shiny metal axe and watch the Once- ler as he walks over to the tall Truffula tree. He raises the axe up over his head. The animals watch curiously. CHOP! The axe cuts into the tree with a sound that echoes through the valley.</p>	Exploiting Nature for Business Purpose	1.D	28	The scene shows Once-ler cut down the tree in the valley for the very first time. This situation absolutely surprises the animals in there because it never happens before. He cut the Truffula to make a Thneed product.	long shot/ low angle/ bright color	-	The long shot captures the background in the valley. The valley is full of Truffula trees. The low angle also shows the height of Once-ler in full frame. Bright color suggests being cheerful.

		<p>The tree creaks and moans as it falls and hits the ground with a thud. The animals react in horror. What did he just do?</p> <p>The Once-ler stares at the tree, impressed.)</p> <p>ONCE-LER :” Checks it out guys...huh?”</p> <p>(He looks around, noticing all of the animals are gone.)</p> <p>ONCE-LER : “oh, where’s everybody go? (He shrugs, the grabs the tree by the trunk and drags it away toward his cottage.)</p>							
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18		<p>LORAX : “behold the intruder and his violent ways! (To the Once-ler) shame on you. For shame. “</p> <p>(The Once-ler drops the hammer and hides it behind his feet. Then he sees all of the animals nodding their heads in agreement. The Once-ler’s had it.)</p> <p>ONCE-LER : “All right, you know what, that’s it. (Points at Lorax) you listen to me, you furry meatloaf. I’m gonna chop down as many trees as I need. Okay, news flash, not going anywhere. End of story!”</p>	Exploiting Nature for Business Purpose	1.D	32	<p>Lorax is angry to Once-ler because his attitude leads to destruction of nature. He cuts down the trees in making for Thneed. Nevertheless, The Once-ler ignores him and still cuts down trees.</p>	Long shot/ eye level angle/ bright color	-	<p>The long shot shows a full body of Once-ler, Lorax and animals. They captures in one frame. Eye level angle permits the viewers to make up their minds about what kind of people are being presented. Bright color suggests being cheerful and spirited.</p>
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19		LORAX : “I didn’t mean you any harm! I just wanted to calmly float you away. (Beat) look, everyone here needs the trees. And you’re chopping ‘em down. So we’ve got a big problem.”	Exploiting Nature for Business Purpose	1.D	48	Lorax doesn’t like The Once-ler when he chops down the trees because it causes bad impact toward the animals and environment.	Long shot/ high angle/cool color of blue	-	Long shot shows the background in the river. The camera also captures the whole body of Lorax and animals. High angle shows the height of Lorax and animals. They are shorter than Once-ler. The color of blue suggest a disregard.
20		ONCE-LER : “you know what? I got work to do. Yup! I gotta go into town and sell my Thneed!” (The once-ler holds up the Thneed. The Lorax stares at it.) LORAX : “(Laugh) oh! You chopped down one	Exploiting Nature for Business Purpose	1.D	51-52	The once-ler wants to sell the Thneed and He admits the good quality of the natural leaf Truffula so he believes people will but it more.	Medium shot/oblique angle/ warm color of orange		

		<p>of my trees to make that piece of garbage? Just look at that.”</p> <p>ONCE-LER : “Garbage? Oh, no. OH NO! You do not get it. This is a revolutionary product that will change the world as we know it. It has million uses! Look at this, it’s swimsuit! Hup-hey-oh! Mud tracked all over your floor by uninvited guest? Well, the Thneed sure comes in handy for that! Wup-adup-apoh! But wait, there’s more! Thanks to its all natural micro-fibers, the Thneed is super absorbent!”</p>							
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21		<p>ONCE-LER : “Will you just, be nice? This is my family. And I’m going to need their help if my company’s going to get bigger okay?”</p> <p>LORAX : “Bigger?”</p> <p>ONCE-LER : “Yeah! This isn’t some rinky-dink operation anymore. I’ve got plans! Big plans! A vision ...of a world filled with Thneeds! It’s gonna be huge!”</p>	Exploiting Nature for Business Purpose	1.D	65	Once-ler wants to cut down more trees in expanding for his company.	Medium shot/low angle/ the cool color of blue	-	The medium shot shows Once-ler’s half of body. It is aimed that the viewers can see the expression of Once-ler. The low angle here shows that eyes can speak through Once-ler’s gaze. The cool color of blue suggest enthusiastic and happy atmosphere.
22		<p>Scene (The once-ler sits at his desk excitedly working on designs for a new factory.)</p> <p>ONCE-LER : “I mean look at this. It’s amazing. I’m</p>	Exploiting Nature for Business Purpose	1.D	66-67	His mom and uncle Ubb try to provoke Once-ler to chop down more trees in order to produce Thneed in big scale. Finally, Once-ler decides to chop down	Close up / eye level angle/ bright color	-	The camera captures in close range in sharp focus on Ted’s mom face. In eye level angle, the camera takes the shot in the same level as


		<p>so proud of me.”</p> <p>ONCE-LER’S MOM: “Oncie, we’ve got us a little problem.”</p> <p>ONCE-LER : “Problem?”</p> <p>ONCE-LER’S MOM: “Mm-hm. See, we’re not making Thneeds fast enough.”</p> <p>(Uncle Ubb walks by, pushing a large cart full of harvested Truffula tufts.)</p> <p>UNCLE UBB : “Harvesting the tufts takes too long.”</p> <p>(Once-ler looks out the window and sees Brett slowly pick a tuft with mechanical gloves at the end</p>				<p>more trees to make more Thneed.</p>			<p>good as the viewers. The bright color tends to be cheerful in this scene.</p>
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		<p>of long lazy tongs. Then, he hands it to Chet who walks all the way over to the cart. It's clearly the least efficient way to work. The Once-ler turns to his mom.)</p> <p>ONCE-LER : “Well what else can we do?”</p> <p>ONCE-LER’S MOM: “Well...and this just came to me ...we could always start chopping down the trees.”</p> <p>ONCE-LER : “What?”</p> <p>UNCLE UBB : “Woo! Now you’re thinking! That would speed things up.”</p>							
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		<p>ONCE-LER : “But...”</p> <p>ONCE-LER’S MOM: “No buts, Oncie. You’re running a business now. You have to do what’s best for the company. And your momma.</p> <p>ONCE-LER : “Well, I guess it couldn’t hurt to chop down a few trees.”</p>							
23		<p>Scene</p> <p>(The Lorax plays with the Baby animals having them balance on each other when he hears something. He listens closely to make out what it is. Brett and Chet running through the valley wielding axes,</p>	Exploiting Nature for Business Purpose	1.D	68	The Lorax tries to stop them but it fails. The Lorax is disappointed to Once-ler because he breaks the promise not to cut down trees anymore.	Long shot/ eye level/ bright color	-	The long shot shows clearly the background in the valley. The camera captures this scene in wide range. Eye level shot also shows the movement of The Lorax, Brett and Chet in order the viewers can


		<p>with big crazy smiles on their faces. The stack of Baby Animals topples over. Brett and Chet begin chopping down trees. The Lorax sees this and tries to stop them. But it's no use.)</p> <p>LORAX : “No, no, no ! Stop it! Please stop! Whoa, whoa!”</p> <p>BRETT AND CHET : “take that you stupid trees! BOOM!”</p> <p>GREAT AUNT GRIZELDA : “Where do you think you’re going?”</p> <p>LORAX : “Excuse me sir, I need to talk with your boss.”</p>							<p>see their action clearly. The bright color tends to be enthusiastic atmosphere in this scene.</p>
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		<p>GREAT AUNT GRIZELDA : “Oh, I’m sorry, but Mr. Once-ler’s not seeing anyone right now.”</p> <p>LORAX : “Yeah, well, he’ll see me, so—hey! Keep your paws off me!”</p> <p>GREAT AUNT GRIZELDA : “Give me a reason shortie!”</p> <p>(The Lorax sees the Once-ler watching from his window.)</p> <p>LORAX : “Hey! You broke your promise!”</p>							
24		<p>LORAX : “So how are things?”</p> <p>ONCE-LER : “What are you doing here?”</p>	Exploiting Nature for Business Purpose	1.D	76-77	Once-ler acts like anthropocentric. He considers that environment is just an object and he can explore anywhere and	Medium shot /low angle/cool color of violet	-	The camera shoots in a medium range in sharp focus. Low angle also shows the character of




		<p>LORAX :” Happy yet? You fill that hole deep down inside you? Or do you still need more?”</p> <p>ONCE-LER :” Looks, if you’ve got a problem with what I’m doing, why haven’t you used your quote, unquote “powers” to stop me”?</p> <p>LORAX :” I told you. That’s not how it works.</p> <p>ONCE-LER :” Right, I forgot, you’re a friend. I need you to get out. Now.”</p> <p>LORAX : “Why? Do I make you uncomfortable? Remind you of the</p>				anytime he likes. He chops down trees till the end.			Once-ler. He is powerful. This angle increases the height of Once-ler. The color of violet suggests a disregard moment. It can be seen in the situation that the Lorax is disappointed with him.
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		<p>promises you made? The man you used to be?” (The once-ler confronts the Lorax angrily, backing him down his balcony steps that lead back down to the ground.)</p> <p>ONCE-LER :”You know what? You can just shut your mustache! My conscience is clear. I have done nothing illegal. I have my rights, and I intend to keep on biggering and biggering and turning more Truffula trees in tho Thneeds.” (The Lorax fall backwards and hits the gound.)</p> <p>ONCE-LER :”And nothing is going to stop me.”</p>							
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		<p>(Just then, in distance, we hear a THAWK! The Once-ler and Lorax both look...and see the VERY LAST TRUFFULA TREE chopped down by a super Axe-Hacker)</p> <p>LORAX :” Well, that’s it. The very last one. (Grimly) that may stop you.”</p>							
25		<p>Scene</p> <p>Establishing. Now we see a fully mechanized factory working at full capacity. Smoke bellows from smokestacks as giant mechanical arms load Truffula trees on to a conveyor belt leading into the monstrous</p>	Exploiting Nature for Business Purpose	1.D	76	This scene shows animals suffer because of pollution and smog without any trees. Then the factory of Thneeds is getting bigger.	Extreme long shot / eye level angle /warm color	-	The extreme long shot show the Thneed factory in wide range. Eye level angle also supports the shot in order to make the viewers can see the real condition in the Lerkim. The warm color tends to


		factory. A group of pollution-covered animals sit around a pond of gluppity-glup.one miserable humming-fish looks traumatized. In the background, an axe hacker continuous to chop down more trees .							be a dangerous situation of environment.
26		ONCE-LER : “you want to know about tress? About what happened to them? Why they’re all gone? It’s because of me.” TED : “Wait, what? (The Once-ler lowers a long metal tube, the whisper-ma-phone out of his window. Ted leans in to listen)	Exploiting Nature for Business Purpose	2.D	20-21	The Once-ler confesses to Ted that he destroys many trees in making for Thneed product	Medium shot/low angle/ cool color of dark blue and violet	-	The medium shot shows the half body of Once-ler behind wooden window. Low angle also shows detail shot of Once-ler’s movement. The cool color of dark blue and violet tend to be a sorrow of the character about his bad attitude

		ONCE-LER : “It’s because of me! And my invention. The Thneed. It was an amazing product that could do the job of thousand!”								towards environment.
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27		-	Having living Trees And Animals	1.A	3	.	-	-	In Thneed ville we manufacture our trees. Each one is made in factories and uses 96 batteries.	People are proud to use fake vegetation and it t requires much energy from the battery.
28		-	Having no living trees and animals	1.A	5	.	-	-	We thank the lord for all we’ve got! Including this brand new parking lot! Parking lot! Parking lot!	In Thneedville, there are a lot of spaces for parking lot but not for living trees
29		-	Consuming the Factory Made Air Product	1.B	3-4	.	-	-	EVERYONE : “In Thneedville the air’s not so clean. So we buy it fresh!”	They do not mind to buy factory made air product in everyday. To get oxygen, It


								<p>DELIVERY MAN : “ It comes out this machine”</p> <p>THEM : “Aaahh, in satisfaction’s guaranteed Ville!”</p>	supposes to be free actually.
30		-	Consuming the Factory Made Air Product	1.B	5	.	-	<p>WOMAN : “it’s him!”</p> <p>EVERYONE : “ooh look! It’s Aloysius O’Hare the man who found a way to sell air.</p>	O’Hare is a founder who sells factory made air product to people.
31		-	Enjoying to Live in In-Organic Environment.	1.C	6		-	<p>EVERYONE :” In Thneedville we love living in this way!</p> <p>SINGING DELIVERY MAN :” It’s like living in paradise!</p> <p>EVERYONE :</p>	People do not realize that they live in wrong way because of lack of awareness

								“It’s perfect! And that’s how it will stay!	
32		-	Enjoying to Live in In- Organic Environme nt	1.C	7	-	-	EVERYONE : “Here In love the life we lead- Ville. Destined to succeed- Ville. We are all agreed-Ville. We’re happy here in.	This lyric shows that people are just happy living in that way.
33		-	Exploiting Nature for Business Purpose	1.D	24- 25	-	-	ONCE-LER :” This is it. This is the place! These Truffula trees are just what I need! Gonna chop down and make my Thneed. But first...” ANIMALS : “Na na nananna. Nananana. Bob- shoo-bop. Bob- shoo-bob” ONCE-LER :” So now our	In the past, Once-ler cut down one tree because the leaves of Truffula are the basic material for Thneed product. So, he can sell the product to people


								friendship can begin. Hand and hand and wing and fin. There's nothing you and I can't do. So let's all make my dreams come true!"	
34		-	Exploiting Nature for Business Purpose	1.D	57-58	-	-	<p>CROWDED : “Everybody needs a Thneed! A fine thing that all people need! The Thneed is good! The Thneed is great! Let's hope we're not too late!</p> <p>TEENAGE GIRL : “It's a super trendy hat.’</p> <p>MAN : “it's a tightrope for an acrobat!”</p>	The more people like Thneed, The more trees must be chopped down. O Once-ler wants to get a lot of money, he has to produce Thneed in big scale

								<p>BOY :</p> <p>“A net for catching butterflies”</p> <p>FAT GUY : “ a thing you use for exercise”</p> <p>CROWD : “Everybody needs a Thneed! A fine thing that all people need! (we need) everybody needs a Thneed!”</p> <p>(The crowd goes crazy, waving their money. The once-ler can’t believe it. Is this really happening? He snatches up the money being shoved at him and turns to the</p>	
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								<p>Lorax and animals. Waving stacks of cash over his head.)</p> <p>ONCE-LER : “Aww, yeah we’re in business, baby!</p> <p>CROWD : “We all agree. We need a Thneed! We need a Thneed!”</p>	
35		-	Exploiting Nature for Business Purpose	1.D	71	-	-	<p>(The axes fall down near the Lorax who dodges and weaves to avoid them. The Lorax stops and holds his hand up to say stop.)</p> <p>ONCE-LER : “How bad can I be? I’m just following my destiny.”</p>	Once-ler still continues chopping down trees for his benefit

								<p>(Then an Axe Hacker drives toward the Lorax and chases him off screen. The Axe hacker chops down trees, it is path. The biggered factory rises up from behind it.)</p> <p>ONCE-LER :” How bad can I be? I’m just doin’ what comes naturally? How bad can I be? How bad can I possibly be?</p>	
36		-	Exploiting Nature for Business Purpose	1.D	71-72	.	-	<p>(The Once-ler now has an amazing office. He presents a chart of rising profits to his family.)</p> <p>ONCE-LER : “There’s a principle in business.”</p>	Once-ler only thinks about his company and business.

								<p>FAMILY : “Principle in business.” (The Once-ler rides on the conveyor belt that takes the Truffula tufts into the factory and converts them into Thneeds.)</p> <p>ONCE-LER : “ That everybody know is sound it says the people with money’</p> <p>FAMILY : “ The people with money</p> <p>ONCE-LER : “So I’m biggering my company and biggering my factory. Biggering my corporate sign!”</p>	
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37		-	Exploiting Nature for Business Purpose	1.D	74	-	-	<p>(The Once-ler walks down the long circular stairs from his desk to the floor in his office. Piles of money rise up from the floor into the air round him)</p> <p>ONCE-LER :” How bad can I possibly be? How bad can I be? I’m just building the economy!</p> <p>ONCE-LER AND FAMILY : “How bad can I be?”</p> <p>ONCE-LER :” Just looks at me petting this puppy!”</p> <p>ONCE-LER AND FAMILY : ” How bad can</p>	Once-ler only thinks his costumers and profit from selling Thneeds without thinking the result.
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								<p>I be?</p> <p>ONCE-LER :"A portion of proceeds go to charity!"</p> <p>ONCE-LER AND FAMILY :"How bad can I be?"</p> <p>ONCE-LER :"How bad could I possibly be? Let's see!</p> <p>FAMILY :"How bad can we be?"</p> <p>ONCE-LER :"All the costumers are buying!"</p> <p>FAMILY :"How bad can we be?"</p> <p>ONCE-LER :"And the money's</p>	
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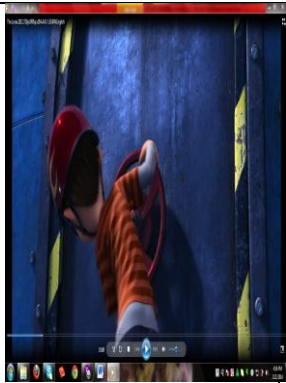
								multiplying!”	
38		-	Exploiting Nature for Business Purpose	1.D	75	-	-	<p>ONCE-LER :”who cares if a few trees are dying?”</p> <p>(An army of axe-hackers chop down trees left and right. It’s a nightmarish scene, like Hitler invading Poland)</p> <p>FAMILY :”How bad can we be?”</p> <p>ONCE-LER :” This is all so gratifying! How bad? How bad can this possibly be?</p>	Once-ler still does not realize what he has already done, as the lyric “how bad can this possibly be?” it’s like nightmare for environment. Even he does not care about trees.


Table 2. The Table List of the Data for The Second Research Objectives: To Reveal Kinds of Struggle of the Main Character to Save the Environment Portrayed in *Dr. Seuss' The Lorax*

No	Scene	Dialogue of screenplay	Category	Code	Page	Meaning I	The shot/the angles/color	Soundtrack	Meaning II
1		<p>TED :” Sooooo, anyway, let’s s just say I need a tree. Where would I go? What do I do?”</p> <p>GRAMMY NORMA :” Then you know what? You’d need to find the Once-ler.”</p> <p>TED : “The—the what?”</p> <p>TED’S MOM :” Mom, it’s not really the time for one of your, you know, magical fables, okay?”</p> <p>GRAMMY NORMA :” Oh, that’s right. I forgot. I’m old and can’t even remember to put my teeth in.”</p>	Keeping Effort to seek the Last seed	2.A	11- 12	Ted is so curious about the living trees and he wants to reach them through going the out-side of town.	close-up / eye level angle /bright color	-	This scene uses close up shot in order to show character’s expression. Eye level angle does not show the background, but it concern to the expression of Grammy Norma and Ted. Bright color tends to be enthusiastic atmosphere. It represents Ted’s curiosity to seek the last seed.


		<p>TED’S MOM :” Stand down. That’s not what I meant.”</p> <p>GRAMMY NORMA :”No really, I forgot my teeth. Would you be a dear and go get them for me?”</p> <p>TED’S MOM : “Sure, mom.”</p> <p>GRAMMY NORMA :” Okay, here’s the deal. The Once-ler is the mand who knows what happened to the trees. You want one, you need to find him.”</p> <p>TED :” The- Onceler? Mmm-hm, okay. Grammy is this real thing that we’re talking about now?”</p> <p>GRAMMY NORMA :” Oh, he’s real, all right.”</p>							
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		<p>TED : “Where can I find him?”</p> <p>GRAMMY NORMA : “Far outside town where the grass never grows and the wind smells slow-and-sour when it blows. (Makes spooky wind noises) and no birds ever sing excepting old crows... (suddenly) CAW!!!”</p> <p>TED : “Whoa! Quit doing that!</p> <p>GRAMMY NORMA :” That’s the place where The Once-ler lives.”</p> <p>TED : “Wait— outside of town?”</p>							
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2		<p>Scene (Ted rides his scooter through to edge of town. He looks up and sees a large pipe above his head with sigh reading, “vent out.” He follows the pipe which leads to a door high up in the middle of the wall. There is no way to get to it. Nearby, ted spots a box on the wall with a warning sign which reads, “AUTHORIZED PERSONNEL ONLY.” Ted looks around, opens the box, and pushes the red button inside, which extend a brick from the wall out towards him.)</p> <p>TED :” Whoa!”</p> <p>(Other bricks extend out forming a staircase up to the door Ted gets back on his scooter and</p>	Keeping Effort to seek the Last Seed	2.A	13	This is the first time ted has to go to the outside of town and he has difficulty to pass that way.	Medium shot/ low angle/ cool color of violet	-	The medium shot shows Ted’s half body from waist to head. Low angle also captures what Ted is doing in this scene. The color of violet tends to be horrible condition but enthusiastic atmosphere.
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		rides it up the stairs to the door where he sees a sign reading, “outside of town.’ He turns lever and the door opens like a bank vault. A red light above the door starts blinking. The camera continues up into the sky, where the O’Hare air blimp hovers above.)							
3		<p>Scene</p> <p>(Ted looks in though the door in the wall, revealing a large, dark room. He rides through the maze-like room on his scooter, passing a stream of gluppity-glup pouring out from series of pipes.)</p> <p>TED :” Whoa!”</p> <p>(A security camera watches him drive by. He continues over the stream on a</p>	Keeping Effort to seek the Last plant	2.A	17	Ted arrives in the out-side town and he’s surprised to see the condition of surroundings like a nightmare, So horrible. He has to reach Once-ler’s house through difficult ways. He almost hits the old-big Axe Hacker. Also, he has to pass the different hill but there is no bridge there.	extreme long shot/ low angle/ black color and cool color of violet	-	The extreme long shot shows the background in the out-side town. Ted seems insignificant in this scene. The low angle increases the height of ravine. The cool color of violet tends to be silence.

		<p>small bridge until he reaches an exit. Ted comes out into the world outside of town. It's a desolate landscape. Filled with the garbage and filthy water and tree stumps.)</p> <p>TED :” Huh?”</p> <p>(He's seeing his world as it really is. And it's nightmare. Ted steels himself and continues on past the graveyard of tree stumps. A storm brews in the smoggy sky and he looks up to see an old Thneed billboard. Lightning flashes, distracting Ted, who is almost beheaded by a series them. He looks behind him to reveal it's a destroyed Axe Hacker. Lightning flashes in the sky again.)</p>							
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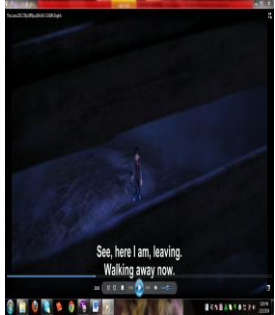
		<p>TED :” Oh, man ...’</p> <p>(Ted stops at large ravine where a bridge is out. He looks around to see if there is another way to cross and spots some old barrels and a plank of wood. He gets an idea.)</p>							
4		<p>Scene (Ravine-present-later)</p> <p>(Ted revs his scooter and then takes off toward the ravine where he has setup the barrel and the plank of wood as a make shift ramp. He intends to jump it, but as he reaches the end of the ramp he plummets down the side. He screams, but pick up so much speed that he drives right back up the other side. He flies into the</p>	Keeping Effort to Seek the Last Seed	2.A	17-18	He has an idea to pass the hill uses a barrel and the plank of wood as a bridge. He rides his scooter quickly the he tries to jump but he fall down to the bottom of ravine. But he drives again his scooter till up the hill. He continues riding through horrible ravine because it’s full of fog and so dark. Finally, he reached once- lere’s house.	extreme long shot/ high angle/ cool color of violet	-	The extreme long shot capture the background in the out-side town. Ted seems so small in this scene because it focuses in the background in long range. The camera also shows in a high angle to show the character will seem so harmless and insignificant

		<p>air and bounces back down. He breathes a sigh of relief and continues on his journey up the side of mountain pass.)</p> <p>Scene (desolation-present-continuous)</p> <p>(The city is far behind him now. Ted scooters through the fog, past warning sign reading, “stay out!” and “ I mean it!” and down the worn path where he comes to a stop in front of a hand-painted street sign cover in crows. He gets off his scooter and as he approaches it, the crows take off, revealing that it reads “the street of lifted Lorax”)</p> <p>(He keeps moving forward through the fog until he comes to</p>							<p>photographed from above. The color of violet suggests a silence.</p>
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		<p>a rickety old shack with a boarded up window that looks like a strong wind might knock it over (otherwise known as the Lerkim). Ted stares at the spooky image, frozen. Then takes a deep breath and continues up the hill.)</p> <p>TED : “Whoa... all right ...”</p> <p>(He arrives in front of the Lerkim, which only looks creepier up close. He continues forward, not noticing that someone is watching him from inside the boarded up window.)</p>							
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5		<p>ONCE-LER : “Who are you?!”</p> <p>TED : “Aaahhh!</p> <p>(Ted squirm and wriggles like a worm on a hook. The voice barks even louder)</p> <p>ONCE-LER : “who are you?! And what are you doing here?!”</p> <p>TED : “I’m Ted I’m Ted! Oh, can’t breath. Are you—are you... The Once-ler? Oh,man.</p> <p>ONCE-LER : ‘Didn’t you read the signs? No one is supposed to come here!’”</p> <p>(The clamp spins ted around, lowers him to the ground and lets him go. Then it begins pushing him back down the path</p>	Keeping Effort to Seek the Last Seed	2.A	19-20	Ted tries to ask about the living trees. At the first time, Once-ler does not want to tell him about it. It is not easy to make him telling about the story. Finally, Ted successfully convinces him that he is truly caring about trees.	Long shot /High angle / cool color of violet	-	The long shot background in Once-ler’s house. The high angle also shows that Ted is really insignificant when he hangs on the house. The color of violet suggests a silence.
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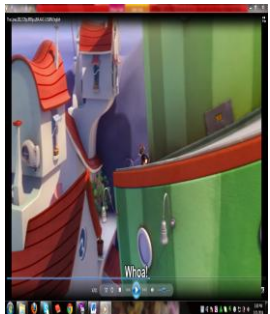
		<p>towards Thneedville.)</p> <p>ONCE-LER : “Get out of here and leave me alone! And don’t let the boot hit you on the way out.”</p> <p>TED : “The boot?”</p> <p>(A mechanical boot kicks Ted in the butt.</p> <p>TED : “Whoa, hello! Ow...! Listen, people say that if someone brings you this stuff that you’ll tell them about trees!”</p> <p>(There’s a pause. That word got the Once-ler’s attention. The mechanical arm comes back and grabs Ted again bringing him up to the window.)</p>							
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		<p>TED : Oh, no-no-no-no! Whoa!</p> <p>ONCE-LER : “Trees?”</p> <p>TED : “Yeah, real ones, you know that grow out the ground. (a very long pause) hello?”</p> <p>ONCE-LER : “Sorry...it’s just... well, I didn’t think anyone still cared about trees.</p> <p>TED : “Well, that’s me! The guy who still cares. I’m here! Hey, what – whoa!!”</p>							
6		<p>ONCE-LER : “ If you want to hear more, come back tomorrow.”</p> <p>TED : “Hey, wait, wait! Tomorrow? Whoa! Are you serious right</p>	Keeping Effort to Seek the Last Seed	2.A	34-35	The once-ler wants to continue his stories tomorrow. He also wants to try out Ted’s effort that he really cares about trees or not. However,	Extreme long shot/ High angle/ cool color of violet	-	The camera shoots this shot in wide range. High angle shot also shows that Ted seems so insignificant from Once-

		<p>know? Ugh! You live in the middle of nowhere! It stinks out here! Don't make me come back."</p> <p>ONCE-LER : "Then I guess you don't really want to hear the rest of story."</p> <p>(Once-ler quickly drops the bucket down, and Ted with it. The bucket stops right before the ground and the claw comes down and knocks Ted out of it. Ted gets back up and shouts up to the Once-ler.)</p> <p>TED : "No, no, no, no, I do. I really do. I wanna hear the story, I just --."</p> <p>ONCE-LER : "Nah! You don't have what it takes. Goodbye!"</p>				<p>Ted is really patient. Even though the journey to get the out-side town is really hard, he decides to come tomorrow to the Once-ler's house.</p>			<p>ler's sight. The color of violet suggests to be silence.</p>
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		<p>TED : “Wait,wait,wait! I have what it takes. It’s alright. It’s okay. I’ll come back. It’s no problem!”</p> <p>(Ted turns and quickly heads down the path back to his scooter.)</p> <p>TED :” See, here I am leaving! Walking away now. I’ll see you tomorrow!”</p>							
7		<p>Scene (Lerkim-present-day)</p> <p>(Ted arrives out of breath. Runs up to the door and rings the doorbell. This starts to set off the giant hummer again. Ted’s face falls. He forgot.)</p> <p>TED : “Oh no.”</p>	Keeping Effort to Seek the Last Seek	2.A	40- 41	Ted comes back to the outside town to hear the end of story. He really wants get the last seed from Once-ler.	Extreme long shot/ Eye level angle/ cool color of blue	-	This extreme longshot captures that the background of the out-side of town in the wide range. In this scene Ted seems insignificant. Eye level angle also captures Lerkim

		<p>(He quickly jumps out of the way and tumbles to the ground as the Seussian machine does its stuff)</p> <p>TED : “Look out! Hey, man! Hey! You know, you need to change that doorbell!”</p> <p>ONCE-LER : Aawww, you missed me.”</p> <p>TED : “What?”</p> <p>ONCE-LER : “You’re already back. Clearly you missed me...a little, right?”</p> <p>TED : “No I didn’t. I just – I’m here to hear the end of story.”</p>							<p>situation in the present day. The color of blue suggests the situation in calm atmosphere around the house.</p>
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8		<p>Scene (Thneedville streets-present-day) Ted and Grammy Norma zip through town</p> <p>Grammy Norma: “so has he told you how to get a tree yet?”</p> <p>Ted: “actually, no... but I think he’s gonna get to that part really soon. He we are!”</p>	Keeping Effort to seek the Last plant	2.A	58	Grammy Norma asked to ted about the trees. Even he has not gotten the last seed yet, but he does not want give up to get it from the Once-ler which is living in outside town. He will come back to the once-ler and get the last seed sooner.	Medium shot/ eye level angle/ bright color	-	The medium shot shows the facial expression of Ted and Grammy Norma. The eye level also captures the situation in the scene that there is conversation of two people. The bright color suggest a spirited mood of Ted to seek the last Truffula seed
9		<p>Scene (Far end of town-present-day)</p> <p>(Ted arrives back at the door leading out of town. The button now has a metal plate welded over it with a “property of O’Hare Inc.” label on it. He tries to pull the metal plate off the button.</p>	Keeping Effort to Seek the Last Seed	2.A	60-61	Ted surprises because the button he uses to pass to the outside town blocked by metal plate of O’hare. However, he never gives up. He tries to look for another way which is a bit extreme because	Long shot /high angle / bright color	-	The long shot shows the background of the highest floor of an apartment. The camera shoots this shot in high angle in order to increase the height of the background.


		<p>It doesn't budge. He gets frustrated and punches it. He looks around. How's he going to get out now? Ted revs up his scooter. He rides up a curved wall and in through the window of an apartment.)</p> <p>TED : "Yeah!"</p> <p>(Ted scooters through marketing guy 2's bathroom as he's taking shower.)</p> <p>MARKETING GUY 2: " Aaaaaiiiiiggghhhh!"</p> <p>TED : "Whoa, hey! So sorry! So sorry!"</p> <p>(Marketing guys 2 hits him with his rubber ducky. Ted drives out of the room and up the stairs.)</p>				<p>he has to jump from the highest floor of an apartment. He successfully reach the out-side town. Finally he arrives safely in the Once-ler's house.</p>			<p>The bright color suggests enthusiastic atmosphere of Ted's action.</p>
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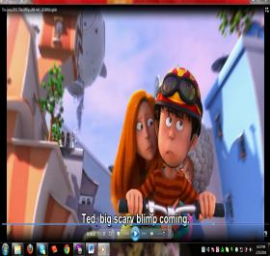
		<p>MARKETING GUYS 2: “My goodness!”</p> <p>TED :” Did not want to see that!”</p> <p>(Ted rides his scooter out through the top floor window. He lands on a nearby roof and jumps rooftop to rooftop through the city until he jumps over to the wall.)</p> <p>TED : “Whoa!”</p> <p>(He continues down the steep cliff side on the other side of the wall where he bounces down to the ground and continues his way. Ted runs up to the Lerkim carrying a bag of marshmallow. He calls up to the Lerkim.)</p>							
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		TED : “Hey, I’m back!”							
10		<p>The Once-ler disappears from view and we hear him furiously rummaging around the Lerkim. Finally his arms reappear in the window. He tosses down to Ted. Ted catches it. It’s a SEED. Ted stares at it.</p> <p>Once-ler: “The last Truffula seed. You need to plant it, Ted.”</p>	Keeping Effort to Seek the Last Seed	2.A	80	Finally, the Once-ler gives the last seed to Ted. His effort always goes to the outside town is worth in reaching for the last seed. The Once-ler asks Ted to plant it in the center of town.	Close up/ Eye-level angle/ cool color of violet	-	This close up shot captures the focus of the last seed. Eye level angle also focuses on Ted face to explain that the last seed is important. The color of violet suggests calm and happy atmosphere when Ted gets the last seed.
11		<p>O’HARE : “Listen to me, boy. Don’t go poking around in things you don’t understand. Or I’ll be your worst nightmare! I’m Frankenstein’s head on a spider’s body!”</p> <p>(Ted nods, trying not to freak out.)</p> <p>TED : “Yeah,</p>	Opposing the In-organic Industry	2.B	39-40	Ted still goes to the outside town even O’Hare directly tries to threaten him not go away to the outside town. Ted is brave enough to ride away to the outside town even though O’Hare already prohibited him.	Close up/ Eye level angle/ bright color	-	The close up shot shows O’hare’s expression when he threatens Ted. The eye level angle also shows the character of O’hare by seeing his movement and expression.


		<p>um, okay... my mom's expecting me so I'm just gonna—"</p> <p>O'HARE : "Of course, of course, now go back to your family game times. Grandma just finished her turn."</p> <p>TED : "How -- How did you know?"</p> <p>O'HARE : "Please. I have eyes everywhere."</p> <p>(Mounted security cameras turn to face Ted. The eyes of a baby in a billboard move to look at him. A robot cat turns its head 180 degrees to stare at him.)</p> <p>O'HARE : "You got a beautiful town here, Ted. Lots of fun stuff to occupy your short attention span. Why I can't think of any reason you'd</p>							<p>The bright color suggests the scene in the out door.</p>
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		<p>ever want to go outside of town again. Ever.”</p> <p>(O’Hare gestures to Mooney and McGurk, who menacingly straighten the kinked neck of Ted’s scooter and slap Ted’s helmet on his head. They open up the alley exit. Ted quickly scooters away.)</p> <p>O’HARE : “Okay! Good talk! Really good talk.”</p> <p>(The three of them get into O’Hare’s care.</p> <p>Ted waits around the corner for the car to leave. He gets a determined look on his face, turns around and scooters toward the end of town.)</p>							
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12		<p>O'HARE : "I know you have it, Ted. So let's put an end to this nonsense, shall we? Hand it over."</p> <p>(O'Hare holds out his hand for the seed. It's moment of truth for Ted. He looks O'Hare in the eye.)</p> <p>TED : "I'm sorry. I don't know what you're talking about."</p> <p>O'HARE : "Really? Well, then I guess you wouldn't mind us checking your room."</p> <p>(Ted's face falls.)</p> <p>TED : "No, no, no, no!"</p> <p>O'HARE : "Mooney! McGurk! Find the seed!"</p> <p>TED : "No, no!"</p>	Opposing the In-organic Industry	2.B	83-84	Ted tries to hold them in order to forbid them not to upstairs. He tries to against O'Hare and his body guards but he can't because the bodies of guards are bigger than him. Fortunately, the seed has been saved by Grandma Norma. So they failed to get the seed.	Deep focus/ High angle / bright color	-	The deep focus captures the background in Ted's house. The camera captures high angle shot to show the effort of Ted in opposing for the body guard of O'hare. The bright color tends to be spirited atmosphere of Ted's struggle.
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		<p>You can't go up there! (Ted tries to push them back down with all his might) no, guys, this is ridiculous! Stop! Hey, ah! No, you can't come in my room!"</p> <p>(Despite his best efforts, they back Ted up the stairs and to his door. Mooney and McGurk knock the door down and burst into the room with O'Hare.)</p> <p>O'HARE : Find it!</p>							
13		<p>(Ted, Audrey and Grammy race through the neighborhood on Ted's scooter (Audrey holding on to Ted and Grammy Norma in the back). Audrey sees shadow of O'Hare's blimp rising over them.)</p>	Opposing the In-organic Industry	2.B	88	<p>Ted is trying to ride his scooter as soon as possible to escape from the O'Hare. It's not easy to ride quickly in the crowded street. They almost fall down many times. Then O'Hare continues chasing</p>	<p>Medium shot/Low angle/ bright color</p>	-	<p>This medium shot captures that the background in the medium range. Low angle also increases the background. It is aimed that the O'hare's</p>

		<p>AUDREY : “Ted, Ted! Big scary blimp coming!”</p> <p>(O’Hare Laughs as he locks a strap around his waist. McGurk fires up rocket pack helmet and drives off the blimp towards ted’s scooter. We reveal O’Hare strapped to his chest like a baby Bjorn. He holds a bull horn in his hands.)</p> <p>O’HARE : “You want get away with this, boy! Bam!”</p> <p>(O’Hare and McGurk weave in and out of traffic past the fun cars we saw in Thneedville. They get stuck behind a man riding a very tall scooter. O’Hare calls to him on the megaphone.)</p>				them to steal the last seed.			plane follows them. The bright color suggests Ted’ spirit in opposing for O’hare’s company.
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		<p>O'HARE : "Go faster, you idiot!"</p> <p>GRAMMY NORMA: "Step on it, Ted!"</p> <p>(Ted makes a hard turn. Mooney drives out of a tunnel towards them and Ted makes an evasive maneuver around the tunnel wall, narrowly avoiding him. McGurk and O'hare turn the corner, heading towards Mooney's truck.)</p>							
14		<p>(Ted watches as the seed continues falling past the ski slopes toward the ground.)</p> <p>TED : "No! c'mon!"</p> <p>(Down below in the street, O'Hare spots it with his binoculars.)</p>	Opposing the In-organic Industry.	2.B	91-92	Ted still tries to ride his scooter and to catch the last seed which is O'Hare already got first. Fortunately, because of the Grammy's help, she can catch and reach the last seed from O'Hare.	Medium shot / Eye level angle/ bright color	-	The medium shot shows the half-body of the characters. Eye level angle also shows the facial expression of Ted, Grammy and Audrey in detail. The bright color


		<p>O’HARE : “There it is! “</p> <p>(The seed floats down and lands right inside the empty air bottle. The O’Hare delivery man goes to pick up the bottle, but sees O’Hare’s trucks coming right at him and runs away.)</p> <p>O’HARE : “Hey, hey, hey! Watch the road, you meathead!”</p> <p>(Still looking through the binoculars while driving, Mooney accidentally crashes his truck into the building. And all of the empty air bottles in the back spill out! There must be hundred of them. They all begin rolling down the hilly street, sweeping the bottle with the seed in it up</p>							shows that the shot is taken in outdoor.
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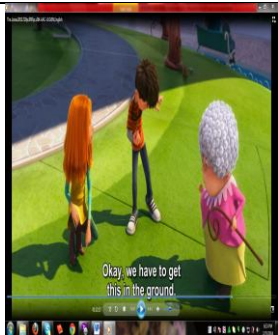
		<p>with them. It’s an awesome smack O’Hare in the face and the one with the seed bounces by before he can grab it.)</p> <p>O’HARE : “Hey, ow-ow-ow! Oh! c’mon!”</p> <p>(O’Hare catches up to the bottle with the seed and grabs it, laughing in victory. But his hand gets stuck and he can’t reach the seed.)</p> <p>O’HARE : “What the--?! Get it unstuck! Get it unstuck! Bring it on, Teddy! You don’t have the guts!”</p> <p>AUDREY : “Ted!”</p> <p>(At the last second, Ted leans the scooter over and skids</p>							
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		<p>underneath O'Hare and the bottle. It goes into slow-motion.)</p> <p>TED : "Grammy!"</p> <p>(Grammy hook's the bottle with her cane and yanks it away from O'Hare.)</p>							
15		<p>CROWD : "Stops it! I'm afraid of bees! Grab him!"</p> <p>O'HARE : "Last chance, kid. Hand it over."</p> <p>(Audrey turns to Ted. What do we do now? Ted gets an idea. Quickly hops up onto the bulldozer.)</p> <p>O'HARE : "Where do you think you're going?"</p> <p>TED : "C'mon, let's go. Get in. get in!"</p>	Opposing the In-organic Industry	2.B	96	O'Hare tries to stop Ted by provoking people. He asked to ted give the last seed to him. Then Ted hits the wall with the bulldozer in order to make people see the real world of out side town.	Extreme long shot/ Eye level angle/ bright color	-	<p>The extreme long shot captures the background of Thneedville in wide range. People seem insignificant in this shot. eye level angle makes the viewers understands about what happens in this scene. Bright color suggests that this scene is take in outdoor.</p>

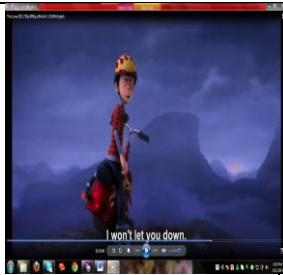
		<p>O’HARE : “Stop that maniac!”</p> <p>TED : “Excuse me! Excuse me! Watch out!”</p> <p>(The bulldozer drives out of town square and O’Hare runs after them. The crowd follows. Ted heads straight for the wall surrounding the town.)</p> <p>AUDREY : “Ted, you’re gonna hit the wall! “</p> <p>TED : “Yeah, I know.”</p> <p>(Smash!! The bulldozer connects with the wall. Then. CRACK. a line appears in the wall. It grows...and expands...until finally a huge section of it crumbles to the ground. Revealing</p>							
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		the desolate landscape outside. Everyone stares in stunned silence. O'Hare tries to take the focus off the landscape.)							
16		<p>Scene (Ted's bedroom–present–day)</p> <p>(Ted crawls inside. Rushes over to his desk. Sets the seed on it and begins searching around his room, talking to himself.)</p> <p>TED : “Gotta plant the seed. Gotta plant the seed. Okay, we’re going to need...uh...water...”</p> <p>(Ted grabs a large water bottle and sets it on the desk and looks around the room.)</p> <p>TED :”And ...uh...something to</p>	Save the Last Seed	2.C	81-82	Ted thinks over and over how to plant it in the center town. He needs water to watering the seed in order to make it still alive.	Medium shot/ Eye level angle/ bright color	-	The medium shot shows the expression of Ted to the viewer. Eye level angle also supports this shot more detail in facial expression of the character. Bright color suggests an excitement of Ted to save the last seed.


		dig with...um...what do I have? What do I have?							
17		<p>DING-DONG! DING-DONG! It's the doorbell. Ted runs and opens it, revealing Audrey. Smiles upon seeing her.</p> <p>TED : “Audrey”</p> <p>AUDREY :” Hey, did you want to--- well, okay! Ted, what is this about?”</p> <p>TED : “(Ted holds up the seed for Audrey) it's about this.”</p> <p>AUDREY : “Wait, wait, wait—is that?”</p> <p>TED : “Yes. The last Truffula seed. And you're going to help me plant it right in the middle of town. Where</p>	Save the last seed	2.C	86	Ted asks Audrey to help him in cultivating for the last Truffula seed in the center of town. It is aimed that people can see the real trees.	Medium shot/ Eye level/ warm color of orange	-	This medium shot captures the background in medium range. Eye level angle also captures facial expression when Ted and Audrey have conversation. Warm color of orange suggests a good mood in discussing about saving the last seed.



		everyone can see it.”							
18		<p>Scene (Town square- present- continues)</p> <p>(Ted drives up onto the curb and screeches to a halt right in the center of town by the statue of O’Hare. Ted, Audrey and Grammy Norma quickly get off the scooter. Grammy Norma hits her cane against the ground, but it’s paved over.)</p> <p>TED : “Okay, we have to get this in the ground.”</p> <p>AUDREY : “But where? There’s no dirt anywhere!”</p> <p>GRAMMY NORMA : “Ooh!”</p> <p>(Grammy Norma smiles and scampers over to the bulldozer</p>	Save the environment	2.C	93	Ted has to find the dirt to cultivate the seed. Fortunately, Grammy Norma has a brilliant idea to crack the pavement in the center town by hitting the O’Hare statue.	Long shot / High angle / bright color	-	The long shot captures the location of town square. High angle shot also shows the position and movement of them in one shot. Bright color suggests a spirited atmosphere to cultivate the last seed.

		<p>parked by the 'coming soon! Another parking lot!'” construction site. Climbs into the cab.)</p> <p>TED : “No, um, Grammy...”</p> <p>(BA-RUUUUMBLE! She fires up the bulldozer and starts pulling levers. The bulldozer growls like a dinosaur and immediately begins spinning out of control. She pulls another lever and the bulldozer arm swings around and severs the head off the O’Hare statue. The head falls to the ground, cracking open the pavement and revealing A PATCH OF DIRT.)</p>							
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19		<p>TED : “yeah, but nobody cares about trees anymore.”</p> <p>ONCE-LER : “Then make them care. Plant the seed in the middle of town, where everyone can see. Change the way things are. I know it may seem small and insignificant, but it’s not about what it is... it’s about what it can become. That’s not just a seed. Anymore than you’re not just boys.</p> <p>(Ted looks up at the Once-ler, deep in thought. Gets a determined look. His fist closes around the seed.)</p> <p>TED : “I won’t let you down.”</p> <p>(Ted drives off</p>	Save the Last Seed	2.C	80	Once-ler tells him that he has to plant the last seed in the center of town. It needs to be implemented in order to make people see the important of living trees. He wants ted to save the living trees.	Deep focus/ Eye level angle/ cool color of violet	-	The camera shoots the shot in deep focus. The background is not clearly enough, but the focus is only to Ted. Eye level angle shows the expression of Ted. The cool color of violet here suggests an excitement of ted to save the last seed.
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		<p>toward Thneedville. The Once-ler's eyes watch him go. For the first time shining with the hope they had when he was young.)</p> <p>ONCE-LER : "I know."</p>							
20		<p>TED : "So this is really all your fault. You destroyed everything.</p> <p>ONCE-LER : "Yes. And each day since the Lorax left I've sat here regretting everything I've done. Staring at that word—"unless"—and wondering what it meant. But now I'm thinking... well, maybe you're the reason the Lorax left that word there."</p> <p>(Ted looks up, stunned.)</p> <p>TED : "Me?"</p>	Raising the Society's Environmental Awareness	2.D	79-80	Once-ler had regretted what he had done caused environmental damage. He realized that he is lack of awareness to save the living trees. Fortunately, here ted cares about trees. Without ted's action, environmental problem can not be solved.	Medium shot/ Low angle/ cool color of violet	-	The medium shot shows the half body of Ted in order to be more focus on Ted expression. Low angle also supports the expression of Ted so the background is not enough clear. The cool color of violet tends to be a silence in the out-side of town.

		<p>Why would he leave that for me?"</p> <p>ONCE-LER : "Because unless someone like you care a whole awful lot, nothing is going to get better. It's not."</p>							
21		<p>Audrey : "(To the crowd) oh COME ON! We know why you're really against trees! Because they produce fresh air!"</p> <p>TED : "For free!"</p> <p>O'HARE : "I am wounded! You have lied!"</p> <p>AUDREY : "it is not a lie! It's called photosynthesis!"</p>	Raising the Society's Environmental Awareness	2.D	95	Ted and Audrey try to convince people believing them in order to make people realize how important the living trees. The trees can produce fresh air. O'Hare seems scared so he said that it was lie to people.	Long shot/Eye level angle/ bright color	-	The long shot shows the background of town square in crowded situation. Eye level angle also shows the character and expression of the characters. Bright color intends to show the spirited atmosphere between them.

22		<p>(Ted leaps onto the top of the bulldozer)</p> <p>TED : “I am Ted Wiggins. And I speak for the trees. And the fact is things aren’t perfect here in Thneedville. And they’re only going to get worse unless we do something about it. Unless we change our ways. And we can start by planting this!”</p>	Raising the Society’s Environmental Awareness	2.D	97	Ted is the first one who realizes that there is something wrong in Thneedville. He finds the environmental problem which is no trees and animal. He provokes people to change the mind and the way of thinking to get healthy life in Thneedville.	Medium shot Eye level angle/ cool color of violet	-	The medium shot shows a facial expression of Ted when he provokes people to save the last seed. The eye level angle also supports the viewers to see the importance of last seed. It can be seen when Ted holds on the seed very deep. The cool color of violet tends to be spirited atmosphere of Ted.
23		<p>Scene (Lerkim-present-day)</p> <p>(Cross dissolve from the sapling in town square to one growing in the</p>	Establishing New Green Place	2.E	102	Now, there are a lot of tiny Truffula trees in the Lerkim. It’s like years ago when nature has not been destroyed by	Extreme long shot/ eye level/ bright color	-	The extreme long shot shows the background in the new green place of Lerkim. The shot is very


		<p>desolate wasteland outside of the Lerkims. The old Once-ler steps outside with a watering can in hand. He makes his way over to the UNLESS stones where some small patches of grass are beginning to grow around the tiny Trufulla tree. The Once-ler carefully sprinkles water on a few saplings and smiles. Then, he hears a faint sound off in the distance. The same sound he heard when the Lorax disappeared into the sky years ago. He looks up and sees the smoggy clouds beginning to part. A ray of sunshine falls upon him and a swomee-swan swoops down from above. The amazed Once-ler watches the</p>				<p>human. The Lorax comes back. It means that the green place now has been created.</p>			<p>wide range. The eye level angle also shows to the viewer about the condition of the environment. The bright color tends to be a happiness which creates after Ted's Action to save the environment.</p>
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		<p>bird fly by then turns to the UNLESS stones where he sees—)</p> <p>(The Lorax. Floating back down to the stones, smiling. The Once, ler can’t contain himself and laughs in joy.)</p> <p>LORAX : “You done good, beanpole. You done good.”</p>							
24		-	Raising The Society’s Environmental Awareness	2.C	101-102	-	-	<p>Scene (Town square-present-same)</p> <p>(The crowd of people watch as Ted and Audrey prepare to plant the little seed into the ground. Rocks surround the hole in a protective circle (An echo of what the Lorax and animals did</p>	<p>Ted successfully planted the seeds in the center of town. The trees flourish in the Thneedville</p>


								<p>earlier).</p> <p>EVERYONE : “ We say let it grow (in Thneedvile)”</p> <p>(Audrey leans in and surprises ted with a kiss on the cheek. His eyes go wide.)</p> <p>EVERYONE : “ We say let it grow (it’s brand new dawn”</p> <p>(Grammy Norma walks over with a watering can as ted plants the seed. She waters it and the tree begins to grow towards camera in time-lapse.)</p>	
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25		-	Raising the Society's Environmental Awareness	2.D	97-98	-	-	<p>SINGING DELIVERY MAN : “You don’t know me, but my name’s cy, I’m just the O’Hare deliver guy, but it seems like trees might be worth a try, so I say let it grow</p> <p>(Ted and Audrey smile at this. O’Hare frowns. What? Then, a couple, Dan and Rose, step forward, emboldened by the singing deliver man’s words. They address the crowd.)</p> <p>DAN : “My name is Dan”</p> <p>ROSE : “And my name is rose”</p>	<p>Some people raise the environmental awareness. Delivery man, Dan and rose sings “let it grow” together. Dan and Rose see that their child contaminated by toxic waste water so he’s glowing. They realize it is not good for his health.</p>
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								<p>DAN AND ROSE : “Our son Wesley kind of glows. And that’s not good, so we suppose we should let it grow!”</p> <p>(Several members of the crowd nod, agreeing. Ted’s mom addresses the crowd.)</p> <p>TED’S MOM : ‘Let it grow. Let it grow!’</p> <p>(Ted looks up at his mom, impressed by her amazing singing voice).</p>	
26			Raising the Society’s Environmental Awareness	2.D	98-99			MARIE : “My name’s Marie, and I am three I would really like to see a tree”	Marie and Grammy Norma are different generation, the old and

		-				-	-	<p>EVERYONE : “ Awww.....”</p> <p>MARIES : La la la la la la la la la I say let it grow”</p> <p>GRAMMY NORMA : “I’m Grammy Norma, I’m old and I’ve got gray hair. But I remember when trees were everywhere.</p> <p>(The crowd is moved by this. O’Hare can see he’s losing ground.)</p> <p>GRAMY NORMA : “And no one had to pay for air. So I say let it grow!”</p>	the young. But they have the same thought about trees and they sings “ let it grow”
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27		-	Raising the Society's Environmental Awareness	2.D	99	-	-	<p>(The whole crowd now joins in on the chorus. O'Hare can see he's losing ground. Ted leads everyone back down towards town square.)</p> <p>CROWD : "Let it grow. Let it grow. Like it did so long ago! It is just one tiny seed but it's all we really need. It's time to change the life we lead. Time to let it grow!"</p>	Everybody in Thneedville agrees with Ted and they want to plant the seed in the center of town.
28		-	Establishing a New Green place	2.E	98	-	-	<p>TED'S MOM, SINGING DELIVERY MAN AND MAINTENANCE WORKERS : "You can't reap what you don't sow. Plant a seed inside the earth. Just one way to know its worth,</p>	They really want to have new green place as listen as the lyric "the world's rebirth".

								let's celebrate the world's rebirth. We say let it grow!	
29		-	Establishin g a New green place	2.E	100	-	-	<p>CROWD : “Let it grow. Let it grow. Let the love inside you show.”</p> <p>(Mooney slaps the rocket helmet to O’Hare’s head and send s him flying off screen.)</p> <p>CROWD : “Plant a seed inside the earth, just one way to know its worth, let’s celebrate the world’s rebirth— we say let it grow!</p> <p>O’HARE: “Nooooooooooooooooo oo!”</p> <p>Crowd: “let it grow. Let it grow. You can’t reap what you don’t</p>	Again, people want flourish environment and they sings “ let’s celebrate the world’s rebirth.”

								sow.	
30		-	Establishin g a New green place	2.E	101	-	-	<p>Scene (Lerkim-present- same)</p> <p>TOWNSPEOPLE : “it’s time to banish all your greed.”</p> <p>(WHACK! He chops away at the boards covering his window. WHACK! WHACK! The axe breaks through the boards and sunlight shines into the room for the first time in years.)</p> <p>TOWNSPEOPLE : “Imagine Thneedville flowered and treed! Let this be our solemn creed!”</p>	The people really want new green place by singing “ imagine Thneedville flowered and treed”

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Apabila terbukti bahwa pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggung jawab saya.

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Apabila terbukti bahwa pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggung jawab saya.

Yogyakarta,⁷ May 2014



Tatik Apriati